

CHEMIST & DRUGGIST

The newsworthy for pharmacy

a Benn publication

November 20 1982

Pen portraits
of Assistant
of the Year
finalists

Vestric extend
finance scheme
— £50,000
security-free

Extra ½pc
for hospital
pharmacists

Shopfitting
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CHEMIST & DRUGGIST

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COMMENT

Discounted

Even the retailing giants can be caught out by consumer protection legislation these days. The latest to fall foul of the law are Sainsbury's who have been fined £1,200 for making illegal claims in their "Discount '81" Press advertisements. A jury at Wood Green Court, North London decided the company had, in using the "Discount '81" slogan, led the public to believe that the goods advertised were being sold at lower-than-normal prices, when this was in fact not the case. Sainsbury's were also ordered to pay the prosecution costs, which are bound to be considerable. Peter Davis, assistant managing director of Sainsbury's, had claimed that the slogan meant only that the goods covered were being sold at lower prices than would have been the case outside the "Discount" scheme. In other words, the company was simply cutting its normal profit margins on those selected goods.

The prosecution — felt to be important as a test case — was brought by the London Borough of Enfield's trading standards department, which put forward four instances of "Discount '81" allegedly contravening the Trade Descriptions Act, and two cases of possible infringement of the Price Marking (Bargain Offers) Order. Under the Order, it is an offence to claim that goods advertised are cheaper than the same goods elsewhere, unless the trader whose prices used for comparison, is specified. Sainsbury's £1,200 fine consists of a £200 fine against each of these six offences. Two cases relating to the company's "Good food costs less at Sainsbury's" slogan were also alleged to contravene the Bargain Offers Order, but the company was found not guilty on these charges.

A Sainsbury's spokesman, commenting on the case, stressed that Judge Michael McMullen had accepted that the company had never intended to deceive the public. They were "naturally

disappointed," however, feeling that the case was based only on a legal technicality, and that it served as "an illustration of the difficulties facing honest traders wishing to call attention to their low prices." Sainsbury's also felt the timing of the case to be unfortunate. In July, Consumer Affairs Minister Gerard Vaughan announced changes to be made in the Bargain Offers Order, and launched a comprehensive review of the relevant sections in the Trades Descriptions Act.

As *C&D* went to Press it was not known whether Sainsbury's would appeal but for the smaller retailer there must be a warning to watch every claim.

Packed off

Dispensing is one big laugh these days, isn't it? A hawk-eyed *C&D* subscriber in Essex spotted the latest giggle on packs for the new antibiotic Baxan, noting that the stability of the reconstituted product did not match the length of course prescribed.

Our check revealed a sad state of affairs, with the makers apparently caught between the availability of stability data and some bureaucratic insistence on pack standardisation. With data now available, there is to be a differentiation according to whether the patient stores the product in a refrigerator or at room temperature.

So now we have the prospect of the pharmacist having to ask whether the patient *has* a refrigerator. If not the PSNC (acting with commendable speed upon our inquiry) has established that payment may be claimed for a second pack, dispensed at the end of seven days when the first pack has exceeded its "life."

But wait. Baxan is POM, so presumably the pharmacist should not dispense more than is prescribed. We conclude: Recipe, 1 x 100ml; add water; measure out seven days' doses; discard remainder. A week later, reconstitute another 100ml and dispense the balance of the prescribed course; discard the remainder. It sounds like real fun in a busy dispensary.

Extra 1/2pc for hospital pharmacists on offer

Hospital pharmacists have been offered an additional 1/2 per cent for the current financial year in addition to the 6 per cent on the pay bill offered to all other health service staff — excepting nurses, midwives, health visitors and professions supplementary to medicine who received their offer last week.

Health service staff have been offered, additionally, 4 1/2 per cent for the year commencing April 1, 1983. Ms Donna Haber of the Association of Scientific, Technical and Managerial Staff told *C&D* the offer could be computed as being worth a flat rate 10.7 per cent from September of this year through to April 1, 1984. The extra 1/2 per cent is described in the offer text as being "for previously agreed purposes" and, in Donna Haber's opinion, is considered by the Government as being for emergency duty payments.

Consultation on offer

ASTMS is now consulting its members, including pharmacists, on this offer. The results will be available for consideration by their national executive committee on December 11, prior to a meeting of the full TUC health services committee on December 15. If the TUC committee accepts the Government's offer, the staff sides of individual Whitley Councils will then meet to determine how they want the offer to be apportioned.

Ms Haber considers the offer is "inadequate" but warns: "If they reject this offer, only an escalation of the current action will move the Government."

'Out of hours'

The Council of the Guild of Hospital Pharmacists met on November 12, before this latest offer was made. District members reported that the majority of Guild members wished to see the full offer for pharmacists being put towards salaries and that money for out of hours payments should come as a separate issue.

Council went on to discuss the position regarding out of hours payments. At the last meeting it had been accepted that a petition should be delivered to 10 Downing Street. Ms Haber explained that this had been deliberately delayed to avoid confusion with the union petition on the pay dispute. Leaflets would now be printed however, and distributed through district members to all hospital pharmacy departments to obtain as many signatures as possible. No time must be lost now in

bringing pressure to bear for a satisfactory out of hours offer.

NHS reorganisation

District members reported on the current position for pharmacy in the NHS reorganisation. Although Trent, NE Thames, Oxford, West Midlands and Mersey Regions have already completed the first round of district pharmaceutical officer appointments, other regions would not reach this stage for perhaps another two or three months. Council agreed that negotiations with the management side of the Pharmaceutical Whitley Council to set a date for unrestricted national competition should be completed as soon as possible. The eligibility of those pharmacists at risk was also re-emphasised.

The management side agreed that any DPhO posts which had already been advertised in the second round would be made subject to delay of appointment until a national date for advertisements had been agreed. Hospital pharmacists should note that the West Birmingham Health Authority has agreed therefore not to take any immediate action on the recent DPhO post advertisements.

A meeting of the joint secretaries may shortly take place to discuss improvements on travelling expenses for attendance at place of work outside normal working hours.

Mr V. Iain Fenton-May, professional secretary, requested views from Council and other Guild members by November 30, on the PSGB working party document "Pharmaceutical services in private hospitals" and also the DHSS draft document on the "Guide to good manufacturing practice".

The Guild Council is to comment to the Pharmaceutical Society on their "Education and training" draft document:

"The Guild's objective is to have better trained vocational pharmacists who will be able and willing to pursue a structural course of continuing education throughout their professional lives. To attain this objective we believe that all stages of a pharmacist's education need some revision. Pharmacists may need to be encouraged to pursue further education. This could be attained by formalised study leave, encouragement and an improved career structure."

Support for a nuclear limitation policy was agreed as follows: "The Guild of

Hospital Pharmacists wishes to register its opposition to both the continued and increased expenditure by all countries on nuclear weapons. At a time of global economic depression the Guild would see a need to increase expenditure on the health care of both developed and third world countries. This could be achieved by a transfer of finances by all countries from defence (nuclear programmes) to health."

To celebrate the Guild's Diamond Jubilee in 1983, in addition to holding a dinner in the House of Commons on September 10, 1983, a lecture on the "History of the Guild" will be presented by Mr J. Fish on the following day. Commemorative ties and scarves will also be available.

Clothier fund up 10pc to £55,000

An additional £5,000 is to be added to the compensation fund for doctors, to be contributed by pharmacists when the draft regulations based on the Clothier report are implemented.

The respective compensation funds for doctors and pharmacists were set at £50,000 originally. But the Pharmaceutical Services Negotiating Committee, meeting last week, decided to increase the Clothier budget by 10 per cent in order to have sufficient funds to meet anticipated settlements.

Chief executive Mr Alan Smith told *C&D*: "Agreements already reached with doctors in various areas, subject to the draft regulations becoming law, led the committee to increase the fund." Mr Smith has previously gone on record saying that the more money pharmacists pay out in compensation to doctors, the happier he will be.

The PSNC is now in receipt of the agreed draft regulations. These are likely to come up for approval at the next meeting of the Council of the Pharmaceutical Society.

Petition calls for no VAT on sanpro

A petition calling for the removal of VAT from sanitary wear was handed in at 10 Downing Street last week by Miss Joan Lestor, Labour spokesperson on women's rights.

The petition was signed by 110,000 people from all over the UK and was supported by all age groups. There is also support for Miss Lestor's cause in Parliament, and 47 MPs have backed her plans to table a parliamentary motion.

New instructions for Baxan after complaint

Bristol-Myers are to change the instructions on the container of their new antibiotic, Baxan, following complaints from pharmacists. Meanwhile contractors will be able to claim for an additional supply if the course length is unclear.

A C&D subscriber pointed out that the preparation reconstitutes to 100ml, which with the recommended twice daily dosage provides a ten day course. However an instruction on the outer carton says the contents must be used within seven days. Complaints have also been received that the tare mark on the side of the bottle, to which it is filled, is difficult to see.

Bristol-Myers acknowledge that the container has proved unsatisfactory. All new cartons are to be printed with the instruction: "Reconstitute with 65ml of water to the line. Stable after reconstitution for seven days at room temperature or 14 days under refrigeration. Keep all medicines out of reach of children."

The product contains sucrose, says Dr Blowers, senior medical adviser, and shows a 7 per cent loss of potency at 25°C after ten days, but less than 1 per cent at 4°C.

Since many doctors do not give instructions on the duration of a liquid oral antibiotic course, the pharmacist often assumes that the patient is to continue to take the preparation until finished. With Baxan this indicates a ten day course, and the preparation will last this long if the patient has a refrigerator.

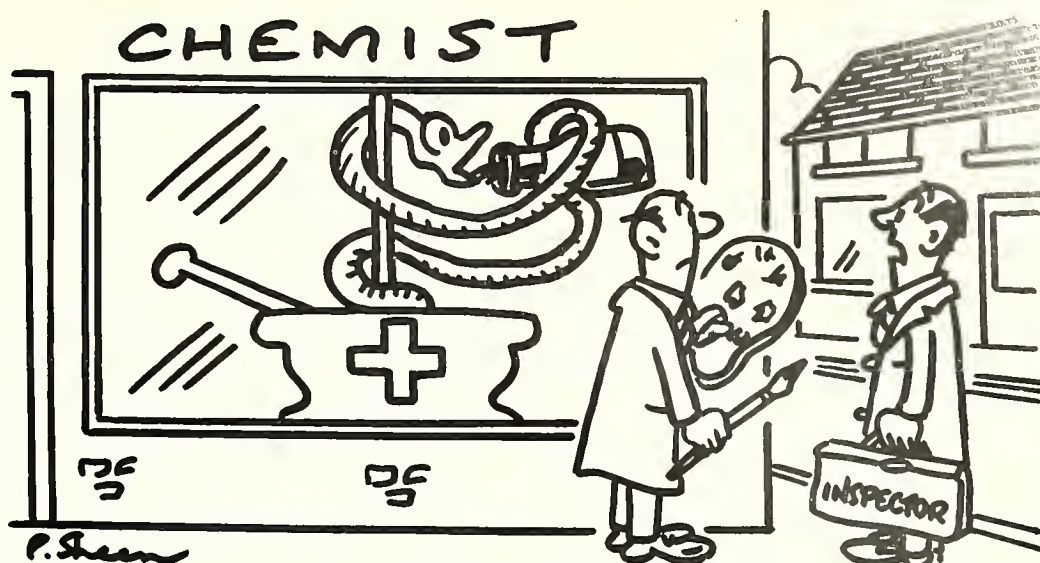
A PSNC spokesman, after conferring with the Department of Health, says: "Where the patient has not got a fridge, if the pharmacist endorses the prescription 2 x 100ml he will get paid for it, and get the additional fee."

Rural advertising

The future advertising needs of rural pharmacists should be considered by allowing a relaxation of the rules laid down in the Pharmaceutical Society's statement on advertising, the Rural Pharmacists Association decided at its council meeting last weekend.

The RPA is to propose to the Society that rural pharmacists should be able to advertise their services "to counteract the blatant advertising from rural doctors," said secretary Mr J. Davies. The Association is also to approach the Department of Health about a grant aid scheme for computers for rural pharmacists.

Mr Davies confirmed that the RPA has not yet received the balance of the Tenterden fighting fund contributed by the Association to the PSNC administered fund.



"I know the Society is suggesting a logo but . . ."

BRM progress

A series of resolutions on Controlled Drug security passed at the Branch Representatives Meeting in May, are being discussed by a Home Office working party which is due to report in about six months' time.

The Pharmaceutical Society's Council is urging the working party to implement a resolution calling on the Government to subsidise the extra cost of making community pharmacies secure against drug thefts. Other resolutions suggested that the industry should keep pack sizes of all CDs and barbiturates to a minimum to reduce the stocks held by pharmacies, and that prescription pads could be issued with serial numbers to make stolen forms more easily identifiable. According to Council's interim report, published this week, on resolutions passed at the BRM, these topics have been referred to the Home Office working party which is considering all aspects of CD security.

Another motion proposed that newly-registered pharmacists should be charged only a proportion of the annual retention fee according to the month of registration. Council has asked for a study to determine the cost of registering such pharmacists and will then decide what fee should be recommended to the Privy Council for 1984.

One month's supply

Council was also urged to approach the British Medical Association and the Department of Health to seek restriction of drugs on prescriptions to no more than one month's supply. Before an approach is made, Council is waiting for the Pharmaceutical Services Negotiating Committee to obtain appropriate evidence from the Central Checking Bureau.

The science, law and practice committees are collaborating to compile a list of medicines whose status could be changed from Prescription Only to Pharmacy only, with a view to selecting some preparations around which a case might be prepared for submission to the Department of Health.

Council has agreed it would be

unproductive to press for a redesign of form FP10 so as to encourage the prescriber to state drug, form, strength, dose and number of day's supply.

Previous representations resulted in the box in which prescribers could indicate the number of days treatment, but this was not being used to any significant extent. The matter is to be discussed with the medical profession.

While sympathising with a resolution that pharmaceutical wholesale warehouses should always have a pharmacist in control of the storage and handling of medicines, Council emphasised that primary legislation would be needed, which in turn would require evidence that the protection of the public would be enhanced.

Policy endorsement

Following a resolution that pharmacies dispensing over 2,000 items a month should employ a second pharmacist for not less than 20 hours a week, Council decided to endorse PSNC policy that an additional pharmacist allowance should be paid proportionately when more than 24,000 prescriptions a year are dispensed.

An approach has been made to the BMA to discuss whether the 5ml spoon should be replaced with a more accurate standard measure which could be available on prescription.

UKCPA—members up

The United Kingdom Clinical Pharmacy Association's membership now stands at around 350, from all areas of pharmacy, after a major recruitment campaign this year.

The Association, now in its second year, says it is actively developing its role as a resource centre for its members. Work is currently in progress to draw up a policy statement on clinical pharmacy, produce an information folder on post-graduate courses in clinical pharmacy, compile a register of clinical pharmacy research in progress and develop educational supplements on topics of current interest.

Leaflet to help 'poor readers' use medicines

A leaflet designed to help people use non-prescription medicines correctly was launched this week by Broadcasting Support Services.

Entitled "You and your medicine," the leaflet is written in simple English and is intended for people with poor reading ability, foreigners with a limited knowledge of the language and those with fading eyesight. The leaflet, funded by the Proprietary Association of Great Britain, will be available for free distribution from pharmacies. The National Pharmaceutical Association is sending its members a sample copy with an order form for further supplies; Boots and other multiples are also circulating copies to their branches.

'Ask your chemist'

The leaflet concentrates on the importance of reading the label on the medicine to find out how and when it should be taken, by whom, and the dose. The advice "Always ask your chemist for help" is featured prominently. Mr David Highton, BSS project officer, explained at the launch that the word "chemist" was used because a large number of people on whom the leaflet was tested did not understand the word "pharmacist." The leaflet emerged in its final form after two years work and testing on students of local literacy and English as a second language (ESL) schemes in Hounslow,

together with suggestions from the Plain English Campaign and the Pharmaceutical Society.

BSS embarked on the project after research had shown that over 75 per cent of ESL students could not understand the words "symptoms" and "exceed," and over half could not understand "persist" and "stated" — words required by law on certain OTC medicine packs. In a report, "Understanding labels: problems for poor readers," BSS drew attention to the potential dangers of difficult wording and confusing design of many labels on medicines. Mr John Wells, executive director, PAGB, said the Association had drawn the attention of member companies to the report and had approached the Department of Health with a view to simplifying the statements required on medicine packs.

'Wrong hands'

A representative from the Royal Society for the Prevention of Accidents expressed concern that the leaflet might be in the "wrong hands" because, when buying a non-prescription medicine, one rarely saw the pharmacist but "the young lady who takes the money". She wondered whether the "young lady" would hand out leaflets to those who needed them most.

Mr Tim Astill, director, NPA, commented that the profession was becoming increasingly aware that members of the public did not know a pharmacist was available for consultation. There was also a communication problem in that pharmacists tended to forget that the average IQ of the population was 100. Organisations such as the NPA were trying to stress to pharmacists the importance of "getting the message across."

Compensation for vaccine-damage

Mr David Ennals, who was Secretary for Social Services in the last Labour Government, has tabled a parliamentary motion calling for more generous compensation for vaccine-damaged children.

With support from nearly 100 MPs he is urging the Government to introduce new procedures to ensure that in every case of reasonable doubt the decision goes in favour of the applicant. The motion also advocates an increase in the £10,000 lump sum payment introduced in 1978 to take account of inflation since that time, and that a proper system of compensation should be introduced.

Pharmacy numbers

The number of pharmacies on the Register in October showed the biggest increase so far in 1982, with a gain of 31 premises. With 40 shops opening up and nine closing the Register showed its greatest increase since last November.

There are now 10,777 registered pharmacies in Great Britain, an increase from 10,695 in January.

In England 37 shops opened up (ten in London) and eight closed (one in London). Two shops opened up in Wales and one closed, and in Scotland one opened. There were no closures.

Labour will 'phase out' charges

Prescription charges will be "phased out" by the next Labour Government, said leader Michael Foot this week, launching their strategy for the next election.

"The preparation and dispensing of medicines is now less important than advising on their correct usage," says an election document prepared at the Labour Party Conference.

It continues: "We wish pharmacists to act as part of a primary health care team, where their knowledge could be used to the benefit of both patients and doctors."

"This will require the rational location of pharmacies, their placement in health centres wherever possible, a system of patient registration which allows

medication records to be kept, and a system of remuneration which encourages and recognises these new responsibilities."

Protests against cosmetics testing

Three to four hundred protesters in Nottingham and 30 or 40 in Regents Street, London, demonstrated at the weekend against supposed use of animals in cosmetics testing by Boots — which the company denies. Boots had already obtained a court injunction to stop the demonstrations and is considering further actions over the loss of business. A representative of the British Union for the Abolition of Vivisection told *C&D* that members had been advised not to demonstrate; the organisation is seeking legal advice.

□ The Government are to "improve and modernise" the Cruelty to Animals Act 1876, once final agreement has been reached on the draft Council of Europe convention on the subject, and when parliamentary time permits. Home Office Minister Timothy Raison, replying to a question in the House of Commons last week, said "substantial progress" has been made in drafting the convention and that matters still requiring further consideration would go before the ad hoc committee of experts, meeting from November 23-26.

Oxygen therapy service remuneration

The following table shows the new scale of professional fees effective from July 1. The Prescription Pricing Authority will be authorising contactors' claims at these enhanced rates from that date. The new scales represent an average increase of 7-8 per cent.

Drug Tariff Part V11 paragraph 6c.

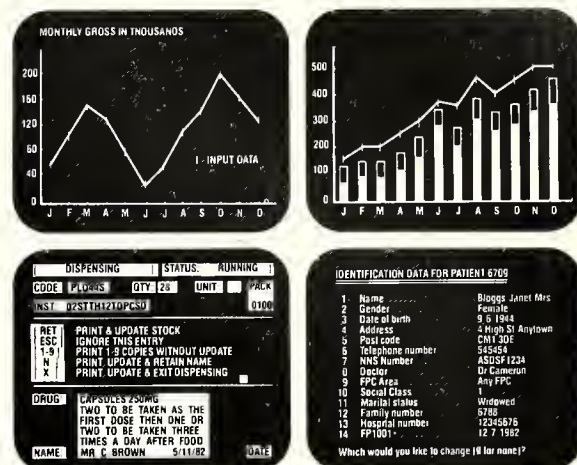
Reference	0-3 miles £	3-5 miles £	Over 5-10 miles £	Over 10 miles £
i a	8.87	12.71	14.22	19.44
b	14.37	18.21	19.27	24.94
c	16.12	19.96	21.47	26.69
ii a	7.96	11.80	13.32	18.54
b	13.46	17.30	18.82	24.04
c	15.21	19.05	20.57	25.79
iii	7.96	11.80	13.32	18.54
			Resident	Non Resident
iv a	set and cylinders		4.22	4.22
	cylinders only		3.76	3.76
	masks only		3	3
b i	set and cylinders		7.47	11.97
	cylinders only		7.01	11.51
	masks only		3.28	7.78
ii	set and cylinders		8.72	14.22
	cylinders only		8.26	13.76
	masks only		4.53	10.03
c	set and cylinders		8.72	14.22
	cylinders only		8.26	13.76
	masks only		4.53	10.03

Ulay injunction

Richardson-Vicks were recently granted a High Court injunction against Thomas Calvert & Co Ltd concerning the possession and disposal of bottles and packaging similar to the plaintiffs' product Oil of Ulay, or of any liquid to be sold in any such bottle or packaging.

How to prevent an overdose of paperwork

It is of course the perfect administration tool. But there are also programs to cover problems in psychiatry, cardiology, biology, biochemistry and radiotherapy – in fact, most areas of specialisation.



RELIEF FOR THE BUSY DENTIST

Apple helps diary systems become more efficient. It can store and process NHS and private patients records, and there's help with VAT, stock control and payroll – all from one Apple system.

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administer
patient registers,
staff payrolls, invoicing,
even appointments.

RELIEF FOR THE BUSY HOSPITAL

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Apple is the world famous micro-computer that started a revolution in professional people everywhere using computer power on their desktops.

Today, no other personal computer has so many applications, and so much software designed specially for it.

Whatever your work in medicine or healthcare, an Apple can help you do your job better.

It will help you spend more time with people. And less time with routine paperwork and other mundane tasks.

RELIEF FOR THE BUSY GP

The Apple II microcomputer is perfect for today's busy general practice.

It can be programmed to store patients' records, repeat prescriptions,



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The Personal Computer

Extra Sales and Profit with Slimcea

This Autumn Slimcea Sweet 'n' Slim have an exciting full page campaign in the leading Slimming magazines with over 1/2 million 5p off next purchase coupons.

In addition there will be a £1/2 million TV campaign for the Slimcea brandname.

You can benefit too, just cut out the coupon below worth 50p off a case of Slimcea Sweet 'n' Slim and present it at your local wholesaler so you get extra sales and extra profit too!



**All the looks of sugar.
All the taste too.**

The trouble with most artificial sweeteners is that they lose out on taste as well as calories.

The great thing about Slimcea Sweet 'n' Slim is that you get all the taste of sugar. It looks like sugar and comes cubed or granulated so you can use it like sugar. But because it's twice as sweet, you only use half as much - so you save half the calories.

Just cut out the coupon and taste for yourself. You'll save money, save calories, and we promise that Slimcea Sweet 'n' Slim won't leave you with a bitter taste.

But your figure shows that's only half the story.

5P OFF

slimcea

YOU CAN'T IMAGINE A NICER WAY TO SLIM.

60001

50P OFF

To the Retailer: This coupon entitles you to 50p off the purchase price of any case of Slimcea Sweet 'n' Slim sugar. Only one coupon to be redeemed per case. Offer closes 30th September, 1983.

To the Wholesaler: This coupon will be redeemed at face value provided it has been accepted by you as part payment against a bonafide purchase of Sweet 'n' Slim. Send this coupon with your name and address to:-

Jenks Brothers Ltd., Dept. 374 (NCH), Corby, Northants, NN17 1NN.



**JENKS
BROKERAGE**

71/75 DESBOROUGH ROAD,
HIGH WYCOMBE, BUCKS.

TEL: (0494) 33456 or
TELEX: 83506

'Try pork insulins before human'

Good blood sugar control in insulin — dependent diabetes is most predictably achieved using a highly purified insulin, preferably a pork form. The more expensive human insulins should be considered only if these other preparations are causing immunity problems.

That is the conclusion of the latest *Drug and Therapeutics Bulletin*, published by the Consumer's Association. For routine maintenance in younger diabetics, the bulletin says that control similar to that achieved by continuous subcutaneous insulin infusion can be obtained using a background of a very long-acting insulin boosted by a short-acting preparation given two or three times daily before meals. Alternatively, a mixture of short and medium-acting insulins may be given twice daily.

In elderly patients rigorous control is less appropriate because it is unlikely to affect the long-term diabetic complications while the risks of hypoglycaemia are probably increased. A single daily injection of an intermediate or long-acting insulin, with or without a short-acting preparation, will often suffice. If large doses, greater than 40 units, are needed to control the post-lunch rise in blood sugar, hypoglycaemia later in the day or night is a serious risk. In such patients a twice daily regimen is necessary; very long acting preparations should be avoided, the bulletin concludes.

Spina bifida and valproic acid?

There is a possibility that valproic acid causes spina bifida in about 1 per cent of foetuses exposed to the drug during early pregnancy, according to a letter in the *Lancet* (November 13). The letter, received from participants in the International Clearing House for Birth Defects Monitoring Systems, cites results from a study carried out in the Rhône-Alps region of France.

An article in the *Guardian* (November 13), stressed that the figures were preliminary and that none of the epileptic mothers in Northern Ireland who had given birth to babies with spina bifida had taken Epilim. Mr Ronald Wing, chairman of licencees, Sanofi, told *C&D* that the company is aware of the situation and "information gathered by the company in the UK for over eight years is not consistent with the French data". Mr Wing also explained that the company's data has been submitted to the DHSS and an independent group is looking at the information before any results can be published. Warnings about the use of valproic acid during pregnancy are reported in the Data Sheet Compendium.

By Xrayser

Type cast

At last we have a move from the Society to make compulsory the typing, or machine printing, of all labels on dispensed medicines. Quite a few years ago, when I was on locum in a country town, someone had the temerity to criticise the fine copperplate with which I adorned my labels by asking the young assistant: "If the chemist would mind writing a bit heavier and a lot less fancy because my eyes aren't so good and I can't make out what it says."

For the first time since I had qualified a year earlier I had actually to examine whether the way I had been taught was practical in use, never mind how elegant it looked. I decided it wasn't and with my locum fees bought myself an Empire Aristocrat portable typewriter, and taught myself four-finger typing.

From my first management days I have typed my labels because it is infinitely faster than handwriting, takes less space, is always legible and allows no fudging. It is also cheaper in that I have now reduced the label requirements to two sizes only, with economies from the printers. Maintenance costs very little — some time every two or three months to clean the machine, new ribbons (silk or cotton which last me longer than nylon) and an annual service of about £15.

But as my locums can't all type, each year sees a two- or three-week spate of hand-mades. What will happen to my locums after January 1, 1984? I'm beginning to hanker after one of those new pharmacy label writers — you know, those computers which are programmed to produce labels and give a running summary of the quantities of perhaps the top 100 drugs we dispense. At the moment they cost about £1,500 and carry a maintenance charge of around £200. It would appear to be more economic to ask my dispensing assistant (who can type) to swap jobs with the locums!

Loco-motif

Anyone got £12,000 to throw around? No? . . . Yes, you have, for I see the Pharmaceutical Society has decided to blow that sum for the design of a logo which is to be available for use on premises where pharmaceutical services are provided, and at the headquarters at Lambeth. It's all part of the modern thing, this logo idea. Mr Madge thinks it would be something that would last for ever, an investment in the future. Professor Becket wonders if the Society is getting its priorities right. Mr D. Sharpe thought it was too much money to spend.

But think of the benefits! I'm trying to, but without much success because I can think of half a dozen suitable symbols currently in use up and down the country, any one of which could be adapted in an afternoon by a competent designer.

If they want something new, why not a big square wall plaque with raised letters reading "Registered Pharmacy" which, if attached to every set of premises in the country, would be as instantly recognisable as the ubiquitous Kodak sign within a few months, without the need for further PR expenditure.

But if we all feel we really *must* have a sign, let us go back to something with a real history of association with healing, the legendary Greek god of medicine Aesculapius. His symbol as we all know, is a club-like staff with a serpent coiled round it. Since our council is determined to make progress ever upward it would seem appropriate to replace the staff with a ladder, thus creating a symbol the whole world would find irresistible. Picture it? Throw the dice, it's your turn to play. £12,000 is a year's pay.

Please help

This week's good cause. Will someone with a bit of gumption put in a resolution at the next Branch Reps' meeting "to make it an offence for any pharmacist, or company carrying on the business of pharmacy, to advertise in written publications without the draft having been first agreed by the Society. The penalty for a first offence to be suspension from the Register for not less than 3 months, for a second offence say, two years?" should find unanimous support and could see the end of the advertising which so offends us.

Contractors

Another reason for discomfort with the present arrangement in pharmacy was highlighted last week when a pharmacist found himself in trouble because when he was on holiday his locum left the keys in the CD cupboard. As a past locum myself I have always thought it ludicrous that my employer should be responsible in law if I made a mistake.

I would suggest that for routine and holiday locums, it should be sufficient for the owner to notify the Society of the name of the locum and the period of his stay, and for responsibility for the conduct of the business to be transferred to the locum, who is after all being paid to accept it. Similarly, breaches of contract during that period should also become the liability of the pharmacist locum.

Before announcing we made sure our t



One day after a missed period, she's testing.



One hour later, she knows.

new Discover 2, Timing was just right.

In just three years, Discover 2 home pregnancy test has taken a major share of its market and is poised to become brand leader.

Hardly a time, you might think, to change the highly successful formula that has brought us so far.

But that's exactly what we've done. New Discover 2 now includes two major improvements that give it a winning lead in home pregnancy tests.

Testing after one day.

The first major improvement is earlier testing.

A woman can now test one day after a missed period.

That's a four day improvement over our previous best and puts Discover 2 way ahead of the competition.

It has been made possible by using Beta reagents, which are sensitive to very low levels of hCG.

This means we have been able to increase sensitivity to 200 I.U. hCG/L without any increase in the risk of false positives.

Results in one hour.

Our second major improvement gives faster results.

New Discover 2 will now give a busy woman a result in just one hour.

This is an important development for consumers who are often working women, and will always prefer a product that allows for maximum discretion.

Dependable information.

No other pregnancy test, whether hospital, laboratory or over-the-counter,

can claim greater accuracy (98.3%) or reliability than new Discover 2.

And we will continue to provide a double test in every pack. Which as doctors have confirmed is an absolute necessity whenever a first test gives a negative result.

So consumers can depend upon it absolutely.

And pharmacists can depend upon the fact that we would not have introduced these significant improvements to a highly successful product, unless we knew that our timing (not to mention the product itself) was exactly right.



Discover 2
The best test by far.

milupa[®]

make rusks profitable for the chemist

NEW

Contains 12 rusks

NEW
low sugar rusk

milupa[®]
**7 Cereal
Breakfast
Rusk**



● 7 different cereals....
Wheat, corn, oats, barley, rye and millet,
baked into a tasty rusk.
An ideal low sugar breakfast.

Contains 12 rusks

NEW
savory rusk

milupa[®]
**7 Cereal
Savoury
Rusk**



● For dinner or tasty snack, carrot and
tomato baked with 7 different cereals
make the first savoury rusk.
No added salt.

Contains 12 rusks

NEW
low sugar rusk

milupa[®]
**7 Cereal
Fruit
Rusk**



● For an exciting tea.
Four fruits, orange, apricot, pineapple
and rosehip, have been added to the
7 different cereals.
A natural low-sugar fruit rusk.

Variety·Good taste·Profit

milupa[®]

The new generation of rusks

For further information please see your local representative, or contact us at
Milupa Limited, Milupa House, Hercies Road, Hillingdon, Uxbridge UB10 9NA. Telephone: Uxbridge 59851.

PRESCRIPTION SPECIALITIES

High dose Maxolon in cancer therapy

Beecham have introduced a high dose presentation of their anti-emetic, Maxolon, specifically for use in the management of cytotoxic intolerance.

Nausea and vomiting are among the most debilitating problems that face cancer patients on chemotherapy, say Beecham, and routinely-used emetics appear to be of only marginal value against strongly emetic agents. During clinical trials intravenous metoclopramide was well tolerated and helpful for the majority of patients, the most common side effect being mild sedation. Most studies quote a low incidence of extrapyramidal reactions (less than 3 per cent of 300 patients in one study), although they are significantly more frequent in patients under 30 years.

Metoclopramide exerts a three-fold anti-emetic action. By inhibiting central dopamine receptors it raises the threshold of the chemoreceptor trigger zone and reduces the reaction of the adjacent vomiting centre to centrally-acting emetics. It decreases the sensitivity of the visceral afferent nerves to the vomiting centre, reducing the effect of locally-acting emetics. In the upper gastrointestinal tract it promotes normal gastric emptying and thus may abolish gastric stasis which is part of the vomiting reflex.

Maxolon 'high dose' is not intended for use in the wider range of indications for which the standard dose is indicated.

Maxolon 'high dose'

Manufacturer Beecham Research Laboratories, Great West Road, Brentford, Middlesex

Description 20ml ampoules with a clear,

colourless solution containing metoclopramide hydrochloride equivalent to 100mg of the anhydrous substance

Indications Nausea and vomiting associated with intolerance to cytotoxic drugs

Dosage May be given in doses of up to 2mg/kg body weight by IV infusion suitably diluted. The initial dose should be given prior to the commencement of cytotoxic therapy. Dosage may be repeated two-hourly up to a maximum of 10mg/kg body weight in any 24 hour period. It is recommended that the dose should be added to at least 50ml of the appropriate diluent and infused over at least 15 minutes. The cytotoxic agent should be administered separately. The high dose ampoule is not suitable for multidose use. The solution should be prepared as near as possible to the time of infusion, but will be stable for at least 24 hours at room temperature in the following infusion solutions: sodium chloride IV infusion BP, dextrose IV infusion BP, sodium chloride and dextrose IV infusion BP, and compound sodium lactate IV infusion BP

Contraindications, warnings, etc As for other Maxolon preparations

Pharmaceutical precautions Store away from light. If inadvertent exposure occurs, ampoules showing a yellow discolouration must be discarded

Packs 20ml ampoules packed in cartons of 10 (£26.90 trade)

Supply restrictions Prescription only
Issued November 1982. ■

'Australian' generics launched in UK

David Bull Laboratories, Australian producer of small volume parenteral pharmaceuticals, are launching their products in the UK in conjunction with Tillotts Laboratories. Tillotts are

increasingly involved with hospital products, and the new range of generic injectables — cisplatin, methotrexate, gentamicin and metronidazole — are for that market.

Gentamicin injection

Distributor Tillotts Laboratories, Henlow Trading Estate, Henlow, Beds SG16 6DS

Description Sterile solution containing per ml: gentamicin sulphate equivalent to gentamicin base 10mg or 40mg with sodium metabisulphite 3.2mg and disodium edetate 0.1mg. Contains no bactericide

Indications Broad spectrum antibiotic

Dosage Normally given by intramuscular route, but can be given intravenously if necessary. Dosage is related to severity of infection, the age of the patient and the patient's renal function. See data sheet

Contraindications, precautions, side effects etc. As for other gentamicin preparations

Pharmaceutical precautions Does not require refrigeration but should be stored at temperatures below 25°C. Addition to solutions containing bicarbonate may lead to the release of carbon dioxide

Packs 20mg in 2ml vial (5 £3.16, 50 £31.50), 40mg in 1ml ampoule (5 £4.74, 50 £47.64), 60mg in 1.5ml ampoule (5 £6.32), 80mg in 2ml vial or ampoule (5 £7.56, 50 £75.58)

Supply restrictions Prescription only
Issued November 1982. ■

Methotrexate injection

Distributor Tillotts Laboratories, Henlow Trading Estate, Henlow, Beds SG16 6DS

Description Sterile liquid filled vials containing 5mg/2ml, 20mg/2ml and

Continued on p930

BEEKAY
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01-900 0588 (THREE LINES)



PRESCRIPTION SPECIALITIES

Continued from p929

50mg/2ml methotrexate, in a buffered sodium chloride/sodium hydroxide solution. Contains no preservative

Indications Treatment of neoplastic disease and severe cases of uncontrolled psoriasis

Dosage Suitable for intravenous, intramuscular and intrathecal use. See data sheet

Contraindications, precautions, side effects etc. As for other methotrexate preparations

Packs 5mg/2ml (5 £6.98), 20mg/2ml (5 £12.75), 50mg/2ml (5 £18.23), 100mg/4ml (5 £36), 250mg/10ml (£21.20), 500mg/20ml (£41.50)

Supply restrictions Prescription only

Issued November 1982. ■

Metronidazole infusion

Distributor Tillotts Laboratories, Henlow Trading Estate, Henlow, Beds SG16 6DS

Description Infusion containing in 100ml: metronidazole 500mg, citric acid monohydrate 510mg, sodium phosphate 1,841mg, sodium chloride 450mg

Indications Severe anaerobic infection where oral medication is not possible. When immediate anti-anaerobic therapy is necessary. In patients needing surgery who may have anaerobic sepsis

Dosage Adults and children over 12 years: 100ml by IV infusion eight-hourly, infused at a rate of 5ml per minute. Children under 12 years: as for adults but with the single dose based on 1.5ml (7.5mg metronidazole) per kg body weight. Treatment for seven days should be satisfactory for most patients

Contraindications Active organic disease of the central nervous system. Pregnancy.

Medo — name and pack changes

Medo Chemicals Ltd have changed their name to Medo Pharmaceuticals Ltd, and have altered several pack sizes.

The following packs are currently available: Dioctyl syrup 0.25 per cent 125ml (£0.66) and 1 litre (£4.60), Dioctyl concentrate 1 litre (£6.81), Tonivitan A&D syrup 125ml (£0.69) and 1 litre (£3.49), Tonivitan B syrup 125ml (£0.61) and 1 litre (£2.90), Pholcomed linctus 125ml (£0.60) and 2 litre (£5.92), Pholcomed diabetic linctus 125ml (£0.67), Pholcomed Forte linctus 125ml (£1.16) and 2 litre (£15.60), Pholcomed Forte diabetic linctus 125ml (£1.10), Pholcomed expectorant 125ml (£0.60) and 1 litre (£3.22), Dioctyl ear drops 7ml (£0.52).

Patients with a history of blood dyscrasias. Hypersensitivity

Precautions, side effects etc As for other metronidazole preparations

Packs 100ml calibrated bottle with plastic hanger available in packs of 1 (£6) and 10 (£57.60)

Supply restrictions Prescription only

Issued November 1982. ■

Cisplantin injection

Distributor Tillotts Laboratories, Henlow Trading Estate, Henlow Beds SG16 6DS

Description Vial containing 10mg, 25mg or 50 mg cisplatin (cisdiammine-dichloroplatinum II) as a lyophilised powder; when reconstituted contains 1mg/ml

Indications In combination with other neoplastic drugs for the treatment of metastatic testicular tumours, for metastatic ovarian tumours and other tumours

Dosage Recommended dose in adults and children is 50-100mg/m² as a single IV dose every 3-4 weeks, or 15-20mg/m² intravenously for five days every 3-4 weeks. All aluminium equipment should be avoided as a black precipitate of platinum may form. Pretreatment hydration is required and the preparation should be infused over 1-2 hours. See data sheet

Contraindications, precautions, side effects etc As for other cisplatin preparations

Packs 10mg strength (1 £9.68, 10 £91.96), 25mg strength (1 £22.98, 10 £218.31), 50mg strength (1 £43.54, £413.63)

Supply restrictions Prescription only. Only supplied to centres with experience in use of antineoplastic agents

Issued November 1982. ■

These packs replace those previously distributed. *Medo Pharmaceuticals Ltd, Unit 3, Jacksons Industrial Park, Wessex Road, Bourne End, Bucks.*

Medomin change

Medomin tablets are now being packed in blister packs of 100 tablets (10 strips of 10 tablets). *Ciba-Geigy Pharmaceuticals, Wimblesbury Road, Horsham, Sussex.*

Nethaprin

The 125ml size of Nethaprin expectorant has been discontinued. Existing stock will not be accepted back for credit. The 500ml size continues to be available. *Merrell Pharmaceuticals Ltd, Pimbo Road, Skelmersdale, Lancs WN8 9PE.*

Augmentin junior and paediatric

Manufacturer Beecham Research Laboratories, Great West Road, Brentford, Middlesex

Description Junior suspension: powder for the preparation of 100ml suspension. When reconstituted each 5ml contains potassium clavulanate equivalent to 62mg of clavulanic acid — equivalent to 125mg amoxycillin (187mg Augmentin). Paediatric suspension: powder for the preparation of 100ml suspension. When reconstituted each 5ml contains potassium clavulanate equivalent to 31mg clavulanic acid — equivalent to 125mg amoxycillin (156mg Augmentin)

Indications Broad spectrum antibiotic

Dosage Children 6-12 years: 5ml of junior suspension three times a day. Children 2-6 years: 5ml of paediatric suspension three times a day. In severe infections the dose may be doubled to 10ml three times a day

Contraindications, warnings etc As for other Augmentin preparations

Packs Bottles containing powder for reconstitution (Junior £3.56, Paediatric £2.79 trade)

Supply restrictions Prescription only

Issued November 1982. ■

Dirythmin range

Astra have introduced a range of disopyramide products under the brand name Dirythmin, to replace the existing Norpace range. The trade prices remain the same — Dirythmin capsules 100mg (100) £6.08, capsules 150mg (100) £8.67, IV ampoules 5 × 5ml £4.96. *Astra Pharmaceuticals Ltd, King George's Avenue, Watford, Herts WD1 7QR.*

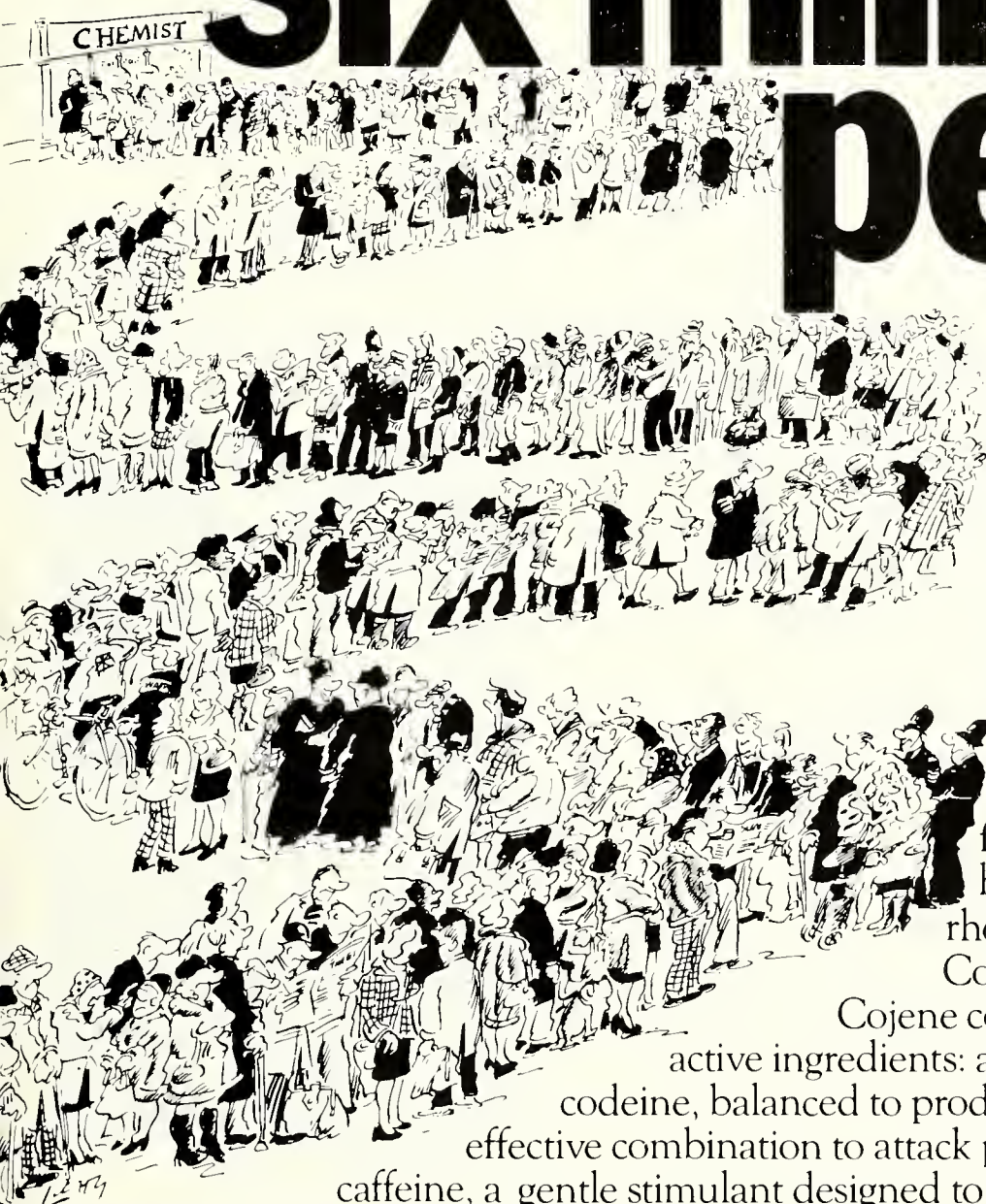
Eumydrin directions

Excessive doses of Eumydrin drops being given to children have been reported in the medical Press in recent months. As a result the company are redesigning the label and carton of the product in order to clarify the instructions and warnings already displayed. Pharmacists are encouraged to make sure that the person to whom the product is supplied fully understands the directions. *Winthrop Laboratories, Winthrop House, Surbiton, Surrey KT6 4PH.*

Chloromycetin packs

Chloromycetin and Chloromycetin hydrocortisone 4g ophthalmic ointment are shortly to be individually sealed in cellophane and packed in a drum containing 12 tubes. *Parke-Davis & Co, Mitchell House, Southampton Road, Eastleigh, Hants.*

Cojene. Your chance to help six million people.



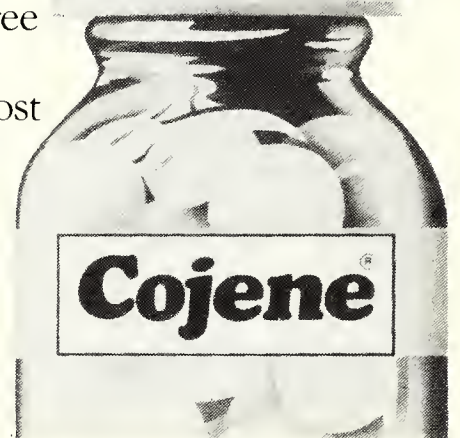
According to the Arthritis and Rheumatism Council, around six million people in Britain suffer from these painful and debilitating conditions.

Many of them are minor sufferers of rheumatic pain: they don't even see their doctors, but rely on their pharmacist for help.

Now you can recommend an analgesic which is especially formulated to help relieve rheumatic pain. Cojene.

Cojene contains three active ingredients: aspirin and codeine, balanced to produce the most effective combination to attack pain, and caffeine, a gentle stimulant designed to relieve the tiredness often associated with this type of pain.

Cojene is a pharmacy-restricted product, and rheumatism sufferers must rely on your recommendation. So give them the analgesic that's specially formulated to relieve rheumatic pain. You can recommend Cojene with confidence!



Test market for babysuits as Jackel concentrate activities

Jackel International are currently test marketing sleep and play suits in a limited number of accounts and intend to widen distribution in the Spring.

Under the Tommee Tippee brand name the suits come complete with drooler bibs making them "a more attractive package to sell" says the company. Comprising nine different styles in three sizes (newborn, medium and large) the suits will retail at £2.99.

This is the first product introduction by the company since the arrival of Brian Boyce as managing director. Formerly merchandise controller for proprietary brands, toiletries and cosmetics at the Boots Co, Mr Boyce told *C&D* that developments can also be expected in the Mr Men licence range. We want to enhance the appeal of Mr Men with new products and merchandise — it is a tremendous pick-up line, he says.

Within Jackel Mr Boyce intends to concentrate on two sectors — baby care and toiletries. That there has been a lot of things happening on the baby side is a thing of the moment, not the be all and end all for Jackel he says. "I see it as being very important that we focus our activity and build up our areas of specialisation so people are clearer about what we stand for. Jackel is better known for some of the brands it carries, which is a good thing in consumer terms, rather than who it is supplying them, which is a bad thing in retailer terms."

The closure of Sangers saw Gallia and MODO approaching Jackel: "We could have probably concluded agreements with more people but we wanted to concentrate on baby goods and toiletries."

"We now have babyfoods, disposable nappies and accessories and, although there's not a lot left to aspire to, we will obviously look at any relevant areas."

Developing toiletries

While the baby care section is coming together Mr Boyce believes the company still has a lot of work to do on the toiletries side. "At this stage there are a lot of options open to us and a lot of things we are investigating. Quite what they are is a little too early to say. One thing we will not do is fall into the own-label, own-brand trap of saying we must have a me-too in each field. If Jackel produce a product under their own name it is because there isn't that quality, design or price of product available."

"The smaller business doesn't have the time to think about the marketing of products and to some extent we have to



Tommee Tippee sleep-n-play suits with Mr Men cartoon characters on the drooler bibs. The suits are available in three colours and sizes

provide that service for them. The chemist is becoming a more aggressive marketing man and our role is to help him sharpen the focus of his business."

Mr Boyce believes there are opportunities for Jackel within the mainstream toiletry business "which would utilise my previous experience and pull together our business — a move which we believe will benefit the retail chemist."

□ On the sunglasses business, Mr Boyce had this to say: "We are still in the sunglass market — for how long remains to be seen. We are in the market for 1983 and I will take a view about whether we should continue after I see the success of sales, and more importantly, whether the market recovers in shape or form. The character of the market has changed so much you have to keep your involvement in it under appraisal all the time."

Xmas push for Woolworth

Woolworth have launched this week a £4½ million Christmas advertising campaign featuring Alice in Wonderland characters and backed up by a Press campaign.

The campaign features such stars as John Inman, Windsor Davies, June Whitfield, Leslie Crowther and Julie Dawn Cole.

Woolworth's gift catalogue is being expanded to 40 pages and 5 million copies, 1½ million more than last year, will be distributed free in and around Woolworth stores.

Christmas gifts on offer include an Old Spice gift set, aftershave 75ml and aerosol deodorant 120g (£2.99); Brut 33 gift pack, splash-on lotion 100ml and talc 125g (£2.79); Carmen Smoothie (£8.95); and Clairol 1200 hairdryer (£9.95).

Pedestal scale for pharmacy use?

Salter Housewares are launching a pedestal scale which incorporates microchip technology. The Digital Health Scale (£155.00) features an in-built computer control for a digital read out at waist height in either imperial or metric measurements.

The scale has a capacity of up to 21 stones and switches itself off automatically. It is operated by four HP11 batteries.

The company expects it will be used by health clinics, slimming clubs, health farms and gymnasiums, but suggests it could also be used by pharmacies wanting to offer a weighing service. *Salter Housewares, 221 Vale Road, Tonbridge, Kent.*

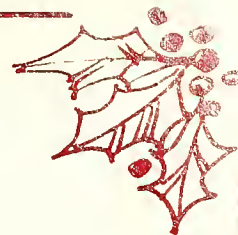
New Era counter display

A counter display stand holding all 18 of the New Era combination remedies is now available with a purchase of 36 packs, enabling customers to see the indications for which each remedy is recommended. A leaflet dispenser forms part of the



stand. A tape and booklet about biochemic tissue salts are available free on request. *New Era Laboratories Ltd, 39 Wales Farm Road, Acton, London W3.*

■ Griptight's Freeflo accessory set has a rrp of £0.45, not £0.49 as stated in *C&D Babycare Supplement*, October 23 p18.



**A REMINDER TO ALL
RETAILERS**

Yardley

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CONTINUES**

£1½ MILLION SPENT TO DATE AND.....

£1¾ MILLION

BETWEEN 1st — 20th DECEMBER

**CAPITALIZE ON THIS PEAK GIFT PURCHASE PERIOD
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- *LIBERTY*
- *HONEYSUCKLE*
- *Liquid Soap and Hand & Body Lotion
in Luxury Pump Presentation*
- *BLACK LABEL*
- *Beautifully packed Gift sets*

Trust YARDLEY to increase your sales this Christmas

Hanimex's first disc camera...

Hanimex are introducing a range of disc cameras with the first — the 320 selling at around £30 — available for Christmas.

The 320 has single button control of every function; motorwind, built-in flash with warning light, *f*2.8 lens, bright frame finder, plus an integral dual benefit dust cover that shuts off all the circuits when you close it. The rest of the range follows



in the New Year. *Hanimex (UK) Ltd, Hanimex House, Dorcan, Swindon SN3 5HW.*

...and a compact micro 35ee camera

Hanimex have launched a pocket-sized, 35mm camera. The 35ee micro is fully automatic, with an aperture-priority electronic shutter and built-in electronic flash.

The flash can fold down to act as a cover to protect the lens against dust, dirt and moisture. It also serves as a shutter lock and switches off the power when

closed. The viewfinder has a 90 degree field of view while the four-element *f*3.5/32mm wide angle lens is fully coated and colour-corrected and has easy-to-use zone focussing symbols.

Other user-convenience features include thumbwheel film advance, double-exposure prevention and automatically resetting frame counter. The Hanimex 35ee micro auto comes with its own soft pouch case and wrist strap and sells at around £69. *Hanimex (UK) Ltd, Hanimex House, Dorcan, Swindon SN3 5HW.*

Arden's Winter collection

Beauty Perfectionists is the Arden "look" for Winter comprising six shades of powder perfection, lavish lash building mascara, believable colour, colour veil, invisible veil pressed powder gloss over and two double-ended applicators. The collection comes supplied in a mirrored cylindrical case (£14.95). The collection is now available while stocks last. *Elizabeth Arden, 13 Hanover Street, London W1.*

Henna additions

Henna Hair Health have introduced a 50g tube of Henna Hair Treatment Wax (£0.59), supplied in outers of 12 and are adding a jojoba deep penetrating treatment conditioner (250ml, £1.15) to the Henna jojoba range. *Henna Hair Health Ltd, Classic House, 174 Old Street, London EC4.*

Caxton delay

Tom Caxton grape juice concentrates are now available to independent chemists following the trade launch earlier this year (*C&D*, August 7, p250). "Unavoidable delays in production" forced Colmans of Norwich to limit distribution to retailers with whom the company had established promotions.

The launch was to have been backed



Egg and lemon, rose creme, coconut and herbal are the four variants available in the Shampress range of shampoos packaged in 250ml pump dispensers (£0.99). All four variants come in either single dozens or a mixed dozen comprising three of each. Ceebrite Ltd, 94 St Albans Road, Watford, Herts telephone: Watford 40740

with £600,000 of advertising split between Channel 4 in London, the South and East Anglia in November and a substantial national colour Press campaign beginning in October. The new campaign involves a £200,000 spend commencing in May and June, 1983 in the colour Press.

Currently 30p-off-next-purchase vouchers are available to the consumer purchasing Tom Caxton beers and lager together with leaflets at POS. *Colmans of Norwich, Carrow, Norwich NR1 2DD.*

Major upset hits Fems launch

A "major machine failure" is affecting supplies of the recently launched Fems tampon by Kimberly-Clark.

The company admits that following "exceptionally high demand from all sectors of the trade" the breakdown is causing them problems but they anticipate being able to meet all demand in the New Year. Describing the situation at the moment as fluid, Kimberly-Clark still intend to commence their promotional campaign in January.

Meanwhile the company is running specially flashed packs of Kotex Simplicity at 12 for the price of 10.

Simplicity is claimed to be the brand leader in the £59m sanitary towel market with a share of 15.1 per cent, dominating the press-on towel section with a 21.6 per cent share of the market. *Kotex Simplicity, Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent.*

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Askit powders:	Sc
Beechams hot lemon:	All areas
Bic razor:	M, Y, WW, So, A, We
Chanel No 5:	All areas
Chanel for Men	All areas
Chanel No 19:	All areas
Complan:	Ln, M, L, Sc, WW, So, We, G
Crookes One-A-Day:	All areas
Deep Down cleansing tonic:	Ln
Disprin:	All areas
Ever Ready batteries:	All areas
Fairy toilet soap:	Y, So, A, U, B, G
Head and Shoulders:	All areas
Karvol capsules:	All except E
Lentheric Mystique:	All areas
Panache:	All areas
Tweed:	All areas
Oil of Ulay:	All except U, E, CI
Paddi Cosifits:	All areas
Pampers:	All areas
Pharmacin:	Ln, M, A
Polaroid Amigo cameras:	All areas
Polaroid Sun cameras:	All areas
Robinson's baby foods:	All areas
Strepsils tablets:	All areas
Vicks cough syrup:	All except U, B, E, CI
Vicks Sinex nasal spray:	Ln, M, Lc, Sc, NE

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1982 CHEMIST ASSISTANT OF THE YEAR COMPETITION

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PRODUCTS

Gathering together for the big day

Meeting people, helping with queries and being an integral part of the local community are among the most satisfying aspects of work mentioned by this year's Assistant of the Year finalists.

"The fact that I am helping people and providing a vital service to the community is both satisfying and rewarding," says one contestant — a message repeated time and again by all the finalists.

Below we introduce the people — in alphabetical order — who will be competing in the Grand Final to be held at

the Sheraton Skyline Hotel, Heathrow next Thursday. Each contestant has won one of the 16 regional finals with a first prize of £100 and has a chance of winning £1,000 and the title of *C&D* Chemist Assistant of the Year 1983.

An enterprising photographer from the Southern Evening Echo, Southampton, catches Maureen Bradley in a euphoric mood. Maureen is one of the finalists in next week's Grand Final. Who will be jumping for joy when the results are known?



Betty Alford (South West) is the winner of the Plymouth regional final and although she has no certificates, Betty has 23 years' experience behind her. "My

special interest is dispensing prescriptions under supervision, which I do most of the time, but I work in all areas of the pharmacy when needed."

Despite her years of experience, Betty still enjoys learning new things, meeting people and helping them with their queries. As to hobbies, Betty lists dress-making, cooking, cake decoration, and in the Summer, swimming and surfing.

For the future Betty would be quite happy to continue with work — "which is something I really enjoy". Betty works for C.E. Underhill & Sons Ltd, 107 Fore Street, Saltash, Cornwall.



Kay Armstrong (Merseyside, Cheshire & Lancashire) works in both the dispensary and shop and enjoys being able to give people value for money and helping them with any problems. I love meeting people, especially the old, she says.

Kay has attended Kodak, Vichy and Parke Davis courses and has been working in pharmacy for six years. In her spare time Kay is involved in flower arranging and drawing and travels with her husband to various flea markets and antique fairs.

"I would be thrilled to get a placing in the Grand Final so I could show my appreciation to all my friends and my family who are supporting me. Another ambition I have is to travel abroad, try the different types of food, and drive on the opposite side of the road!" John Butterworths Chemist, Stockport Road, Ashton-Under-Lyne, Lancashire is Kay's place of employment.



Valerie Bates (North Midlands) has already won a place in the Grand Final on two previous occasions and is probably hoping to make this third time lucky. Valerie has worked in retail pharmacy for 10 years now and her special duties are listed as dispensing, window dressing and buying the cosmetics, health foods, toiletries and OTC medicines.

"I enjoy meeting people and helping them with their problems," she says. "There is such a variety of work in a pharmacy that you never get bored."

Among her qualifications Valerie lists a National Association of Health Stores diploma, a Max Factor diploma and she is a consultant for both Polaroid and Vichy. Valerie has also regularly

attended Elizabeth Arden sales schools.

In her spare time Valerie is an avid reader of magazines and anything that will keep her up to date with developments in toiletries and cosmetics. "I get a great deal of job satisfaction so any future hopes I have are all concerned with doing my job as well as I possibly can." Hugh Hitchin Ltd, Derby Road, Long Eaton is where Valerie works.



Vivien Bell (North West) has worked in pharmacy for five years and is responsible for buying in the stock for the baby care, dental, fancy goods and toy departments.

Vivien believes it is important to have a sympathetic nature when dealing with customers who are ill and she enjoys the communication "giving personal service to customers who may need advice

and assistance”.

Vivien's spare time is taken up with looking after the two family dogs, baking and entering competitions. Vivien works at T. Ridley & Son, Chemist, 9 English Street, Carlisle.



Ann Bennett (West Midlands, West of England & South Wales) has worked in pharmacy since leaving school 25 years ago. I was at the first shop for 16 years till it was taken over, closed down and I was transferred to my present employment, she says.

Ann feels that an enjoyable job is one where you never feel bored. "I could never get bored working in pharmacy," she says. "I like meeting people and using the knowledge and experience I have gained to help others. It is an interesting, rewarding and challenging job and very varied."

As to duties, Ann says she is expected to be conversant with all aspects of the pharmacy and is responsible for each section of the shop on a rota basis with the other staff. She also works in the dispensary, serves customers and deals with reps and surgical queries.

"I am interested in all aspects of the job but I do prefer dealing with people who ask for advice on common ailments and problems."

Over the years I have gained the certificates from Wella, Max Factor, Orlane, Agfa, Bob Martin, Wellcome, and Weleda. I have a certificate for stocking and truss fitting and studied the NPU training scheme. I am currently working for a City & Guilds dispensing certificate and will be taking the exam next June. I keep up to date

by reading all available literature and have first aid and home nursing certificates from the Red Cross which are helpful in my work.

"Outside of work my main interest is looking after the family but I am also in the Red Cross and run a Sunday school and Brownie pack. For relaxation and to keep mind and body healthy I swim a mile each week, go to yoga, look after a large garden and help look after our menagerie of pets."

Future hopes include winning the Chemist Assistant of the Year competition but in the long-term, health and happiness are what matter to Ann. "I hope I will be allowed to continue working in the job I love with the best colleagues and boss I could wish for." Ann works at E. S. Davis (Chemist) Ltd, 118 Stroud Road, Gloucester.



Patricia Anne Bithrey (East Midlands) has been chemist's assistant for six and a half years. She lists serving, advising and helping customers as the priorities of her job followed by dispensing under supervision, buying and taking care of the household and slimming sections and (of course) trying to keep the boss happy!

"Every day sees a new challenge and new products," says Patricia, "and I particularly enjoy helping customers with their problems and being able to advise them accordingly."

Patricia has taken Pitman type-writing examinations which come in handy when she is helping out in the dispensary. In her spare time she enjoys knitting, reading, gardening and visiting elderly people. Patricia works for W. Steele, MPS, Market Square, Higham Ferrers, Northants.



Maureen Bradley (Southern England) made the transition from trainee animal nurse to chemist's assistant two years ago and seems to have no regrets about the move. "I enjoy the variety in the work I do and I love helping people — I get great satisfaction from my job."

Duties include dispensing and looking after the veterinary, winemaking and photographic departments and Maureen lists photography and wine making with her other hobbies of amateur dramatics, playing the guitar and singing. As for the future, well, it would be quite nice she says (wistfully!) to star in a West End musical and marry a millionaire. Maureen works at D. S. Plumb of Bishop's Waltham, Hants.



Avril Cruse (London) includes in her duties stock control, and ordering baby care and hair care products from wholesalers. "I am also involved in supervised dispensing and am especially interested in cosmetics," she says.

Avril has worked for four years

in pharmacy and says she enjoys the contact with people. "I find it both rewarding and satisfying to be a helpful and knowledgeable service to the local community."

Courses attended include Germaine Monteil, Roc, Lancôme, Biotherm and Vichy and Avril also holds diplomas for Rochas Perfumes and Piz Buin sun products and she has also recently attended a Kodak Disc camera course.

"I have a macabre interest in the murders of the Black Museum and a more immediate concern for the welfare of animals," she says.

As to immediate ambitions, Avril will be quite happy to continue working in her present employment and to win the Chemist Assistant of the Year competition, taking the title back to Ashworths Chemist, 64 High Street, Ruislip, Middlesex.



Angela Drury (Yorkshire & Humberside) lists arranging window displays, dealing with a majority of the reps and buying for the shop-side among her duties.

I like my work in pharmacy, she says, because I love to meet the different types of people. I get great job satisfaction out of being a service to the public and helping them and have been working in pharmacy for six years.

Swimming, reading and dress-making are included as hobbies although at present Angela is rather busy helping renovate the house. Looking to the future Angela says she would like to go to America and visit Disneyland. Whitworth Chemist, 269 Grimsby Road, Cleethorpes, is where Angela works.

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1982 CHEMIST ASSISTANT OF THE YEAR COMPETITION



...contestants from all parts of the UK



Carol Gibb (Scotland) has only been working as a chemist assistant for 18 months but she is the Scottish representative at the Grand Final.

"The fact that I am helping people and providing a vital service to the community is both satisfying and rewarding," says Carol who is responsible for the cosmetic and baby care sections.

"I have no 'qualifications' as such" she continues "but I am looking forward to attending a Roc beauty school."

In her spare time Carol attends a typing course and is interested in music, knitting and playing tennis — but only in the Summer! As for the future, while quite content to continue to be healthy and happy, Carol's ambition is to be present at a Wimbledon final. Carol works for J. S. Dempster, High Street, Biggar, Lanarkshire.



Liz Groves (West Yorkshire) finds there is always something different happening in her pharmacy and her duties are mainly dispensing but she covers in the sales area when it is busy or someone is away. Liz has been working in

pharmacy for 2½ years and is at present studying for a Dispensing Technicians City & Guilds Certificate at Bradford College. Liz previously got through to the Chemist Assistant of the Year Grand Final in 1980.

Talking about her job Liz says she enjoys being able to help people and finds it interesting to follow patients' illnesses and treatments. Also with the coming of the computer, the job is even more interesting and exciting, she says. Liz is vice-president of the local Women's Institute and also enjoys cooking and making her own clothes and reading. I hope I continue to be happy in my work, says Liz, but my specific ambition is to have a go at hangliding. Liz works for the Crosshills Pharmacy, Crosshills, nr Keighley.



Margaret Hamilton (North Wales & Wirral) has been a chemist assistant for five years. "I enjoy all aspects which my work offers — good customer relations, varied product knowledge, well displayed stock and smooth working systems," she says.

Health foods, Scholl foot and sports aids and general sundries are the areas in which Margaret is involved and she holds a DITB staff training diploma. She is a Seven Seas consultant and likes to attend as many courses as possible. Modern ballroom, Latin American and country dancing, together with music, badminton and needle and wool-work take up Margaret's spare time. For the future she will be quite happy to continue learning about her work and hobbies. J.D. Hollins, 66 Old Chester Road, Great Sutton, South Wirral, is Margaret's place of employment.



Irene Jackson (East Anglia) has worked intermittently in retail pharmacy for 11½ years while bringing up a family and enjoys "the chance to serve and help the public while doing a job I thoroughly enjoy, especially when dealing with elderly customers."

As senior assistant, Irene is involved in all OTC purchasing as well as in dispensing, displays and counter work. She has no formal qualifications but a vast array of knowledge built up from experience gained over a number of years. Reading, gardening, walking and caravanning are Irene's hobbies when she is not working at J.M. Brunt, High Street, Brandon, Suffolk. Irene was in the Grand Final two years ago.



Karen Shearer (Northern Ireland) has worked for seven years in pharmacy and includes window dressing, stock control, talking to reps and assisting in dispensing among her general duties.

"I enjoy talking with customers, spending as much time with them as possible and helping them with their problems — especially children and the elderly. I have no qualifications as such but I hope to continue building on my knowledge of pharmacy generally

and dispensing in particular."

In her spare time Karen helps out at local playgroups and involves herself in keep fit and reading. D. N. McConnell, 324 Beersbridge Road, Bloomfield, Belfast is where Karen works.



Avril Teal (North East) is another contestant who has been through to the Grand Final before. Avril has worked in pharmacy for 10 years altogether, and says she is responsible for everything from sweeping the floor to assisting the customers. Special interests include ordering for the health food department, window dressing and supervising the junior staff.

Avril enjoys her job because it entails "meeting people of all ages and helping with their problems". Avril holds a certificate from a window dressing course and her immediate ambition is to take the Chemist Assistant of the Year title back to the North East. Hobbies are listed as reading, knitting, sewing and swimming and Avril works for A. Wilson Ltd, 43 Regent Street, Blyth, Northumberland.



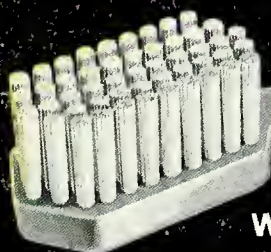
Rosemary Ann Walker (East Midlands) finds her work is always interesting and enjoys being able to help people with problems arising from everyday health matters. In all, Rosemary has been a chemist assistant for 19 years, ten years of this in her present employment.

She holds both Vichy and L'Oreal diplomas and looks forward to "continuing to enjoy my work and helping my employer provide a service and advice that make 'pharmacy work' worthwhile".

Among her hobbies Rosemary lists badminton, mountain and fell walking and walking the dogs — when she is not working at J. & A. Chambers Ltd, Castle Street, Hinckley, Leicestershire.

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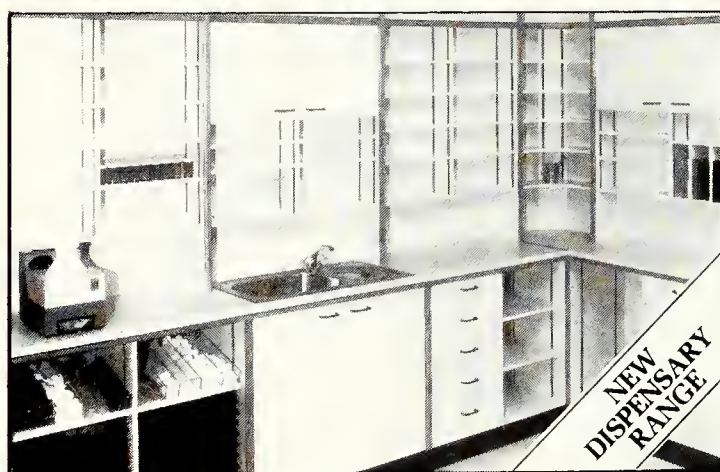


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CDIN20

'A clearcut, professional image'

For the private pharmacist "image" must start with the way he presents his shop to the public. Here, *C&D* looks at some examples of what can be achieved with a little imagination.

Mr Rakesh Desai, MPS, has just opened up his third pharmacy — in Cherry Walk, the first phase of a 15-shop precinct eventually to be linked to London's Barbican arts complex.

Mr Desai is convinced that the site has enormous potential — many more shops and houses are to be built there over the next five years — and so was keen to take part from the initial stages. The Barbican premises bear the same name as Mr Desai's Baker Street outlet, Portmans Pharmacy, but it was decided that the new shop should be designed for predominantly middle-range rather than up-market customers. Mr Desai chose Dollar Rae as the company to help him create this particular image.

Forceful impact

Their initial analysis showed that a very forceful impact would be required, partly because of nearby supermarket competition. With this in mind, Dollar Rae used large, bold signs both inside and outside the store, and adopted strongly contrasting decor, predominantly of red and blue. Specialist departments such as hair care, cosmetics and the dispensary are clearly identified with bold signs.

In addition to creating a forceful

impact, however, Mr Desai was keen to emphasise the professional nature of his business — achieved with the creation of a large, prominent and open-style dispensary at the rear of the shop. This provides both a "customer magnet" and a point of supervision. The open counter draws customers into direct contact with the pharmacist and encourages them to circulate through the entire shop, so encouraging impulse purchase. A large medicine counter appears alongside the dispensary.

Dollar Rae director John Hilditch believes the new Portmans proves that pharmacies can beat the threat of supermarket competition; "The strength of this pharmacy is its bold and convincing projection of a clearcut professional image" he says. "This, rather than a direct pricing conflict with the neighbouring supermarket, is what will sway customers to Portmans. Another factor is of course that it offers a professional service.

"It is a good example of the challenge pharmacists are increasingly facing, and bears out our view that chemists have to major on their professionalism. If they don't they will lose their distinctive identities and be seen as just another retailer." ■

Sheer Bliss

Dollar Rae were also involved in the recent opening up of a new Bliss pharmacy at Marble Arch, in central London. This is the second Bliss outlet, the first being based in Kilburn.

Owner of Bliss, Mr K. R. Patel, felt sure that Boots' then-recent departure from premises only yards away from the Marble Arch site represented a major opportunity, and so set out to create an image which would attract the unique city-centre market.

Dollar Rae have used green and pink decor to create a "suggestively luxurious" setting. The shop has an all-glass frontage, with no window displays, in order that the interior be allowed to exercise its full customer-pulling power.

Mr Patel's marketing approach calls for concentration on an extensive range of up-market cosmetics and perfumes, and the provision of a large medical section. Accordingly, the store has a 15-metre length of the new Dollar System showcases for display of perfumes and cosmetics. The medical section at the rear of the store is centred around a partially-open dispensary which, although fronted by a reception counter, still allows direct customer contact with the pharmacist. Pink and dark green carpeting throughout the 1,500sq ft sales area has been personalised, with the Bliss logo incorporated into the pattern.

The Bliss name is also dominant in the illuminated exterior signs. This is, however, reinforced by a Midnight Pharmacy sign directly underneath. It is hoped that the store's late-opening will help attract not only tourists and guests from the surrounding hotels, but also potential customers living or working in the area. ■



Left: The existing structural beams at Portman's have been integrated into Dollar Rae's overall design. Shown in the rear corner is the spacious dispensary. Right: The perfumes department at Bliss uses a combination of Dollar System wall units and modular display cabinets. The carpet has been personalised with the store's logo

Taking on the multiples at their own game

What does a private pharmacist do when a new shopping precinct and linked road scheme threaten to deprive him of most of his trade? Alan Wiseman, MPS, superintendent of Southmark Shops, faced just that problem earlier this year when the Swan Centre shopping precinct opened in Leatherhead.

Southmark had originally turned down the chance of a place in the new development, feeling they would do better to refit at their existing site. However, reviewing the situation after Christmas 1981, Mr Wiseman faced a dramatically different position. "The new road scheme had turned our through road into a cul-de-sac, and had effectively destroyed the old town as a shopping area" he says. "Stores all around were closing, and I could see the beginning of a sales decline in our own shops." (Southmark also owned a cosmetic / perfume boutique.)

"My present advantageous leases were likely to disappear at the first rent review, and the imminent departure of the largest group of GPs in the area to a new surgery the other side of the Swan Centre could have lost us up to half our prescription business."

Given the available alternatives, Southmark decided to "take on the multiples at their own game" and open a new pharmacy a few doors from a large

Boots branch in the new town centre. Having obtained a lease for one of the remaining sites in the centre, Southmark were left with three months to prepare for a September 1 opening. It was far from a question of just fitting out the shop — the site was only a shell. It was decided from the start that whoever was chosen to carry out the work would also have to take responsibility for stairs, ceiling, interior lighting and plumbing. The great advantage of the lack of facilities was, however, that there were no limitations to cramp the imagination of either client or shopfitter, says Mr Wiseman.

Mr Wiseman drew up a detailed specification for the new shop, describing types of merchandise, class of customer, allocation of space and so on. He then circulated this description to three shopfitters, all of whom were recommended by the NPA. Lengthy discussions with each of the short-listed firms followed, and the contract was finally awarded to Apeils Contracts Ltd,

using the Austrian Umdasch system.

It had already been decided that, in order to compete as successfully as possible with the nearby Boots and Sainsburys, the new shop should concentrate on Southmark's existing strengths in medicines, perfumes, cosmetics and skin care. Baby goods and photographic would be eliminated completely, while toiletries would be reduced to a limited range sold at the lowest prices possible.

The final design and colour scheme were chosen at a visit to Apeil's Luton factory, where individual items of equipment were selected. To concentrate attention on the important perfumery section, a "shop-within-a-shop" image was created. This used a central display with suspended ceiling and gave the department its own colour scheme of red and gold. Other areas in the shop were decorated in ivory and silver, while a continuous natural wood frieze and complementary red and brown carpet tiles preserve continuity throughout the whole store. As an increase in the number of prescriptions had been anticipated, a Nuscribe label printer was installed to speed up the dispensing process.

PR scheme

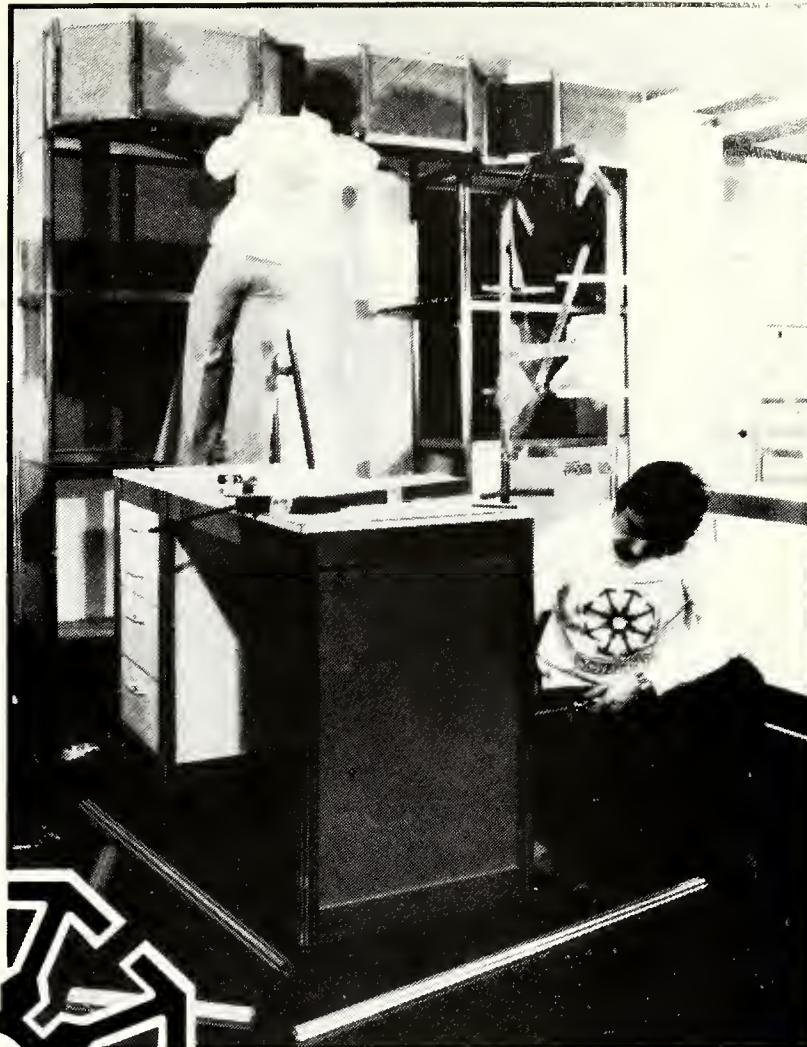
Meanwhile, Southmark had started a public relations scheme to inform regular customers of their plans. "The problem was that Leatherhead is basically a small country town which is naturally resistant to change", explains Mr Wiseman. "I think our regulars feared that we would adopt an impersonal supermarket-style image, and it was our task to convince them that the new shop would not be a glass and chromium monstrosity with a bored assistant painting her nails at the check-out point.

"With this in mind, we used advertisements in local papers, leaflets handed out to customers and, shortly before opening day, a drop-out to each local household with their daily newspaper deliveries. We also sent out Press releases to the local papers. The result was that the original resentment at our move was quickly replaced by a feeling of welcome anticipation."

The new shop has not been open long, but is said to be already well on its way to the break-even point. Prescriptions were 500 up in the first month, and the staff have settled well into new routines. Reception from both customers and patients is described by Mr Wiseman as "uniformly favourable", and many newcomers have come in to browse and buy. "The staff, company and shopfitters are justifiably proud of the result," he says. ■



An antique beam taken from Southmark's original Leatherhead store was used as a centre-piece above the entrance to the new dispensary



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Changing your shop and changing your life

Peter Craske, MPS, became owner of a Harrogate Road, Leeds pharmacy in 1967, and has been gradually modernising the shop ever since. Fifteen years on, however, it became obvious that some rather more drastic changes were needed.

By 1980 the shop had been converted to self-selection. However there were, inevitably, problems. The shop front had hardly changed at all and the door was to one side, which affected end fixtures on both sides. The shop area was overcrowded with gondolas and stands and heavy dispensing meant the shop soon filled, giving little opportunity to browse. There was the usual hatch linking dispensary to shop, but the pharmacist was enclosed in a small space out of sight. Mr Craske describes the dispensary at that time as "on the verge of chaos" since they were dispensing two or three times the

number of prescriptions for which the dispensary had been designed. Dispensary stock had overflowed into the already-crowded shop stockroom necessitating the renting of a nearby garage. Lighting had been improved, but heating was inefficient and expensive.

At this point Mr Craske, in consultation with his brother-in-law who had made all the shop fixtures, and an architect, drew up plans to build a new floor at the back of the premises. These were rejected by the planning department on the grounds that the shop was part of a single-storey parade. An alternative plan

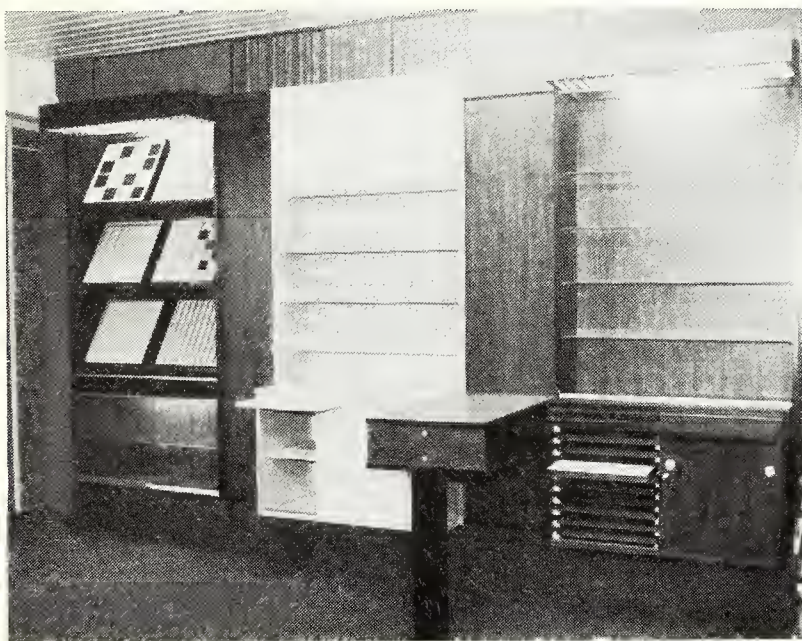
to build a storeroom and toilets in the existing roof space was allowed, however. In effect, the plan resulted in a large gain in floor space, at the cost of a relatively small area for the staircase. A cupboard under the stairs, and fixtures along the staircase turned this to advantage too.

The overall aim was to create a pharmacy with a unified design, which would encourage people to spend time looking around. The dispensary would be emphasised, allowing customers to see their prescriptions being prepared, with virtually no barrier preventing contact with the pharmacist.

Little disruption

The complete job had to be spread over six months, so floor space was allocated partly on the basis that each section be completed with little effect on the other areas. Thus the new upper floor was completed without any interference with the ground floor. Cupboards were made in the shop which took enough stock to allow the new optical room to be completed. (When Mr Craske originally became manager of the shop, it was to

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SHOPFITTING

free the chemist-optician already there to concentrate on optics.) The staircase was then built inside the old optical room. The rest of the stock was moved upstairs, as new toilets came into use, allowing the new dispensary to be constructed in the cleared area, beyond the old dispensary.

The final move was to demolish the old dispensary and extend the shop area. All this was completed with little disruption in business or service, says Mr Craske, a major advantage being that everything was tailor-made, with small adjustments and alterations in design made right up to the last minute.

The NPA planning department were "very helpful" in providing a stock layout for the shop, and an "excellent" design for the dispensary. The idea of cupboards

above fixtures was taken from an earlier *C&D* shopfitting feature! A suspended ceiling, carpet and cupboards all help set the atmosphere, as well as leading the eye to the raised and open dispensary.

Consulting room

Alongside is the optical room, now called the "consulting room", and available for that purpose for most of the week if required. Between the door and the open dispensary is a wall rack for Family Doctor booklets and health education leaflets, said by Mr Craske to be a "very successful idea". It is possible to see almost the entire shop from the dispensary and customers can see

dispensing in operation.

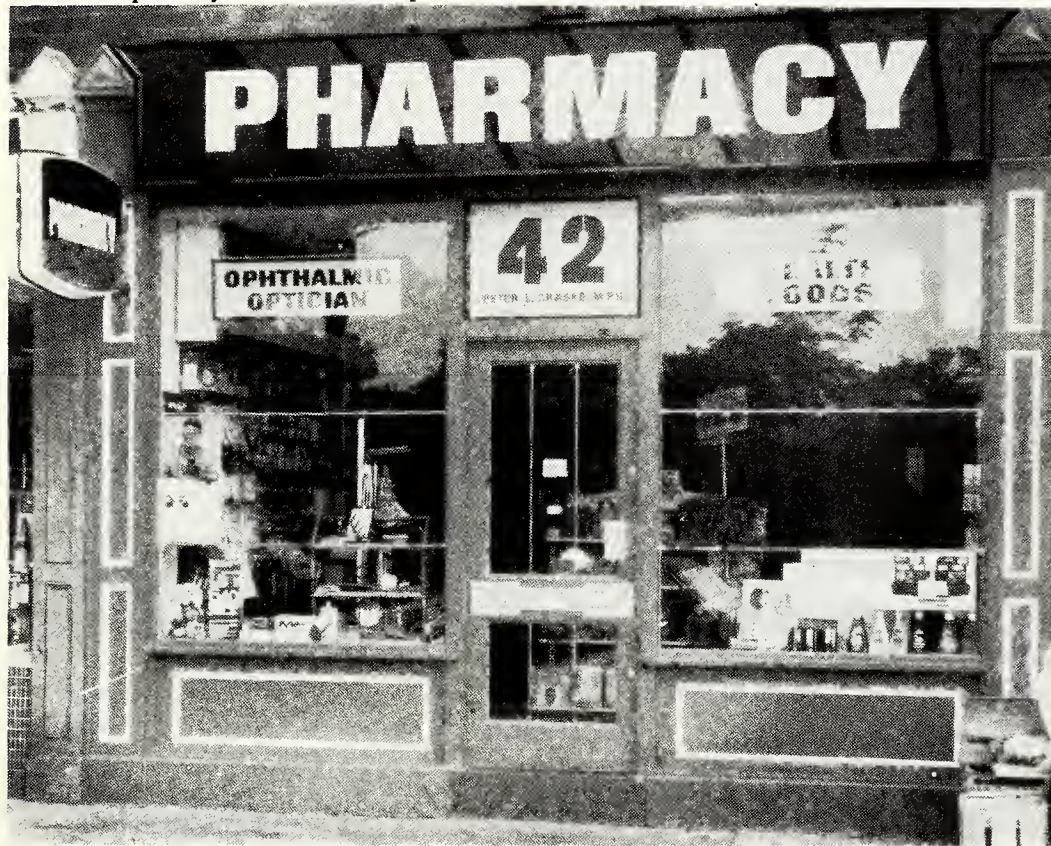
Mr Craske describes the dispensary as his "pride and joy", and has incorporated several details designed to make life more pleasant. For instance, there is a small step running the length of one side which, with the help of handles on the fixtures, allows the smallest member of staff (his wife) to reach the highest shelf with ease. There is a notice board for the latest news clippings, and a file on drug information. The computer has its specific place, as does the Prosper terminal. Another part of the old dispensary which had to be incorporated was Mr Craske's unique (?) pigeon hole system for filing prescriptions.

Sales up 14pc

The alterations are said to have brought something like a 14 per cent increase in turnover and Mr Craske is well pleased. "I feel that the quality of service has improved along with the atmosphere" he says. "I've had much more contact with customers, been able to intervene more readily to offer advice, been asked for advice more frequently, and been able to greet old friends and regular customers. Many of these had begun to suspect I had left, as the dispensing became heavier and I more confined to my cubby hole.

"Because the alterations were so far reaching, involving a new floor, suspended ceiling and rewiring, I decided to opt also for investment in a heat pump to provide air conditioning — another incentive for people to take their time shopping.

"Of course the loans, which had been repaid, are now back to year one. The total cost, including computer, was about £20,000. But it's actually changed the way I spend half my life." ■



Mr Craske's shop front was designed to fit in with the surrounding units, while also taking advantage of his main road position

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Dallas comes to Northwood Hill

In June last year *C&D* looked at the creation of Dallas Chemists in Sudbury Hill, Harrow. Owners Hasmukh and Jayesh Manek had been impressed with their shopfitter's performance, and declared that, if they ever had to do it all again, it would be "Zaf every time". In August the Maneks opened a second Dallas branch in Northwood Hill, Middlesex — and they were certainly true to their word.

When approached by the Maneks to design Dallas II, Zaf were already working on their new Zaf Plus system (see p954). Designs used for Zaf Plus fitted in broadly with ideas developed independently by the brothers, and, with some modifications suggested by Hasmukh (who is a keen design hobbyist), this was the basic range used for Dallas II.

Predominant colours at the new branch are red and pink, with some green provided for contrast. Box-style, partly-sectionalised canopies have been used. These are covered in suede, with chrome trim. The shop logo appears intermitantly along the canopies.

Other features worthy of special note at Dallas II include the suspended roof used to give the perfumery counter a "shop-within-a-shop" feel and the protruding counter unit used to separate babycare from shaving, where differences in shelf depth would otherwise show an abrupt change. A similar unit close to the shop's entrance features a regularly-changing display which aims to catch the attention of passing shoppers.

Accessible to prams

The babycare section in both Dallas branches is deliberately large, both so as to be easily accessible to mothers with prams, and because babycare is felt to be one of the lines that "bring people in". With this in mind, Dallas II is soon to add baby clothes to its range.

Having tempted potential customers to a Dallas branch, the aim is to create a comfortable and relaxed atmosphere which will encourage them to linger. With this in mind, the generally plush fittings and decor are augmented by soothing background music and central heating. Where to place the central heating ducts originally looked like being a problem, but Zaf were able to supply a metal kick-board for the wall units which incorporated slits directing hot air up and

into the shop.

The medicine counter at Dallas II is basically the same as the one originally designed by Hasmukh for the first branch. In this case, however, a corner photographic counter, incorporating a light box for the viewing of negatives or slides, has been added. The medicine section has been provided with a suspended ceiling, both to set it apart as a separate department and to create a "cosy" feel. The dispensary at the rear of the section is kept purely white in order to give a clinical appearance. Zaf view each dispensary as a one-off and manufacture to NPA-approved standards.

Working surfaces for the preparation of prescriptions at Dallas II are provided to the sides of the dispensary, leaving the front counter clear as a customer contact point. The raised dispensary allows the pharmacist / manager a clear view of the shop and ensures that he himself is as visible to the public as possible. One of two monitors for the shop's security closed circuit television is also located in the dispensary.

The shop is open until seven in the evening, and script business from the nearby health centre means they often have trouble closing their doors even



This bold illuminated prescriptions sign means that Dallas's medical section can be clearly seen from throughout the shop and, indeed, from across the street

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SHOPFITTING

then! This seems set to continue, despite the presence of other private pharmacies in the area and a small Boots branch next door but one.

Hasmukh Manek believes other shopfitting companies could well benefit from being more positive in their response to suggestions from specialist retailers, as a generally more receptive attitude would help to bring out the best in any system. He also feels that more shop owners should be prepared to demand exactly what they want from their shopfitters, rather than simply accepting a particular firm's standard units. However, in his opinion, few companies are likely to be as sympathetic to this approach as Zaf.

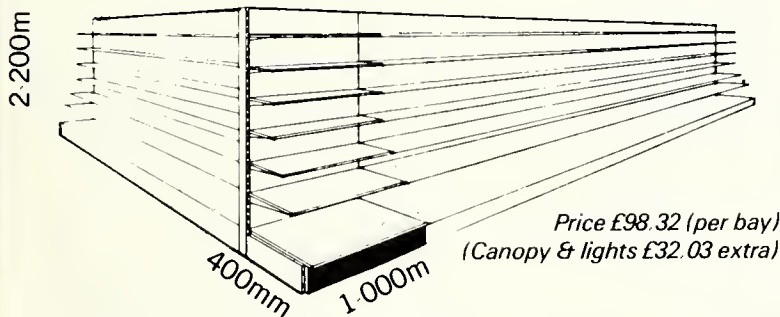
Hasmukh also points out that, in his particular case, he was able to personally select the companies to carry out the electrical work, construction and so on associated with a re-fit, rather than simply letting the shopfitting firm sub-contract this work. He accepts that taking on this co-ordinating role is time-consuming, but believes the greater degree of control to be ample justification. ■



Shown here in a recent refit at J. B. Dyhouse's Leighton Buzzard branch is Cambravale's Lux Line range of interchangeable units. Manufactured specifically for the pharmacist, the units are based on timber construction and metal component parts, which can then be personalised with laminates, plastic, glass or vinyl to create a one-off image. The company can also offer a planning and shopfitting service, and have the facilities to handle shopfronts, ceilings, flooring and so on. Cambravale Ltd, 8 Commerce Way, Leighton Buzzard, Beds

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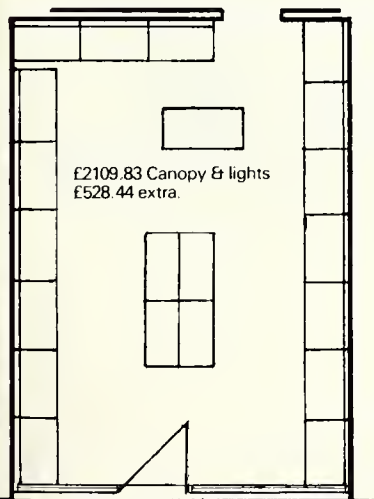


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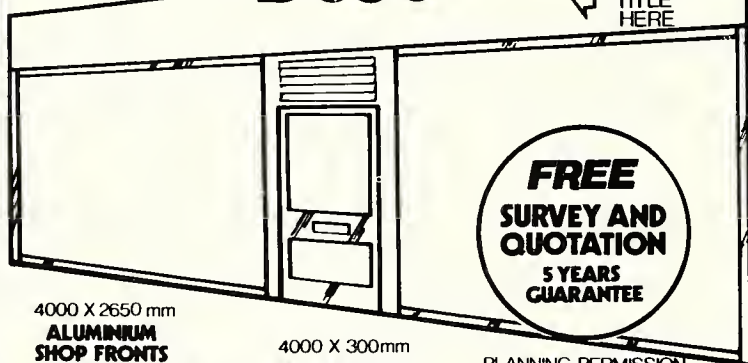
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New Zaf Plus accessory range

Zaf have introduced the Zaf Plus selection of decorative canopies, back panels and pelmets, designed to glamourise the standard Zaf system of bracket shelving and modular counter units.

There are seven basic canopy styles in the range, in a selection of paint or fabric finishes, and, where requested, canopies can include Luxalon mirrored slat soffits concealing fluorescent tubes. The bespoke shopfitting service which Zaf offer through their parent company Timber Tailors means that the company can also produce units specifically to a client's requirements.

This custom-made approach is obviously costly, however, and as Zaf point out, even small changes such as changes in the colour of trim can go a long way towards personalising an individual shop. For example, where clients find they like the system used at Dallas II (see p952), but have doubts about the expense involved, changes such as this can help to bring Zaf Plus within the individual client's budget.

Back panel treatments can include suede or silk covered panels, or graphic treated mirror effects. *Zaf Ltd, Lillington Road North, Bulwell, Nottingham NG6 8HG.*

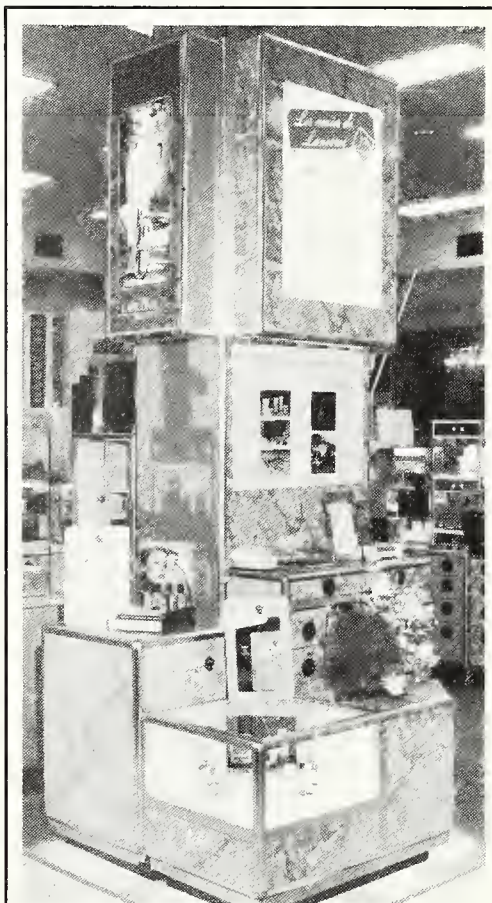
Proco modular panel system

Terrapin Reska have introduced a new modular showroom display system to the UK market. The Proco system is constructed from a framework of hollow steel sections, the uprights of which are slotted at regular intervals to take shelving brackets. PVC panels are then fixed to the framework, so decorating or covering defects in existing walls and ceilings. Panels are available in a choice of 40 colours, and can be screen-printed to include company logos, lettering or graphic designs.

The system features curved joints

between wall and ceiling. Directional lighting, cabinets and hanging rails can also be incorporated into the system. Individual components can be simply dismantled and re-erected to form new areas. Where required, the system can be used to renovate isolated dilapidated areas only.

Proco can be quickly and easily assembled "almost anywhere", say the company. The system can be fixed on wall battens or hung from ceiling wires to form a free standing "tent" where only a small area requires conversion. Approximate cost of refurbishing a typical High Street unit is said to be around £4,000. *Terrapin Reska Ltd, Bond Avenue, Bletchley, Milton Keynes MK1 1JJ.*



Units from the Newline Octanorm range are shown here in the recently-opened "Les amies de Lancome" beauty centre in Selfridges. The new centre, created as an addition to Lancome's existing perfumery and cosmetics section, was fitted out by R. T. Displays to a design prepared by Lancome. R. T. Display Systems Ltd, 212 New Kings Road, London SW6 4NZ

Specialist counters

Barlow Shopfitting have recently gained UK marketing rights for the International MZ counter system. The units can be used individually, or fitted together to form modules, and the range includes certain lines specifically designed for specialist retail needs. Photographic counters, for example, are provided with viewers or sockets, storage drawers for developed film and a variety of adjustable shelving. Working counters, glass display units and cash counters with lockable drawers are also available.

The group has produced a colour brochure illustrating latest advances in the range. Entitled "Shop Information 2," it aims to demonstrate the versatility of the system by showing the modules in use in a variety of retail outlets. Installations featured include pharmacies, perfumery stores and opticians. The basic unit in the MZ range measures 910mm high, 550mm deep and 625mm long. The counters are available in white or beige, with side panels in a choice of eight colour finishes. Easy installation means the range can be installed with minimum disruption to trading, says the company. *George Barlow & Sons Ltd, London Road, Sheffield S2 4NZ.*

Smoke detectors

In cases involving large or unusually shaped buildings, beam smoke detectors can often prove a more convenient and economical alternative to conventional spot models. Beam detectors work via a beam of infra-red light projected across the protected premises to a photo-electric cell. Should fire break out, smoke blocks the beam and an alarm is sounded.

Photain Firebeam detectors are available in three maximum beam lengths; 15m (£200), 50m (£240) and 100m (£280). They are normally fitted just below ceiling level, and may be positioned with the beams up to 14m apart. End beams must be placed within 8m of an outside wall or partition, however. *Photain Controls Ltd, Unit 18, Hanger No 3, The Aerodrome, Ford, Arundel, West Sussex BN18 0BE.*

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New economy CCTV security kit

Rediffusion Business Electronics have launched a new equipment package called Minder, which they claim brings closed circuit television security systems within the financial reach of the small retailer, and provides a low cost answer to the problems of shoplifting, pilferage and "impulse" theft.

A flexible package deal devised for the system allows potential users to buy or lease one or more television cameras, together with a monitor/control unit. The outlay involved will be more than covered by the resulting reduction in theft, says the company. A basic system consisting of one camera and one monitor can be purchased outright for £250, or leased for £2.07 per week.

The centre of the system is a "reliable and versatile" solid-state camera. The standard lens gives a picture from up to 50ft away, and a remote control on the monitor can be used to swing the camera or to operate a "zoom" facility. Other

specialised lenses and a built-in microphone are also available.

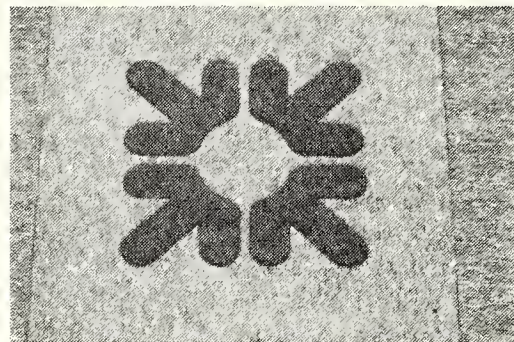
The Minder monitors, which have screens measuring 9in by 14in can be switched from one camera to another, and sound can be related through the monitor to allow staff to hear as well as see what is going on in any vulnerable area of the shop. Rediffusion say the Minder system, which is currently being launched only in the London area, can be installed by anyone who is reasonably adept at DIY, as everything required is included in the package. A year's warranty (excluding camera tubes) comes with the system.

Rediffusion Business Electronics Ltd, 214 Red Lion Road, Tolworth, Surrey.

Carpet logos

Nairnflair Ltd have introduced a new service allowing customers to have their name, company logo or directional arrows inlaid into their carpet tiles. Because the designs are inlaid, rather than simply surface printed, the feature tiles are guaranteed by the company to "last the lifetime of the floor". They are expected to appeal to cost-conscious retailers

wishing to personalise the floor of their premises. The service is available for all single-colour logos, although both logo and background colours must be chosen from the current Nairnflair shades range. Complex and two-colour logos may be considered by the company. The example



illustrated shows the logo of the Royal Bank of Scotland. While the facility is supplied at cost, and there is no minimum order, exact charges will vary with the quantity and type of tiles ordered. As an example, the charge for 30 Nairnflair H tiles where artwork is supplied by the purchaser and logo and ground shades are interchangeable would be £4.5 per tile. *Nairnflair Ltd, PO Box 1, Kirkcaldy, Fife KY1 2SB.*

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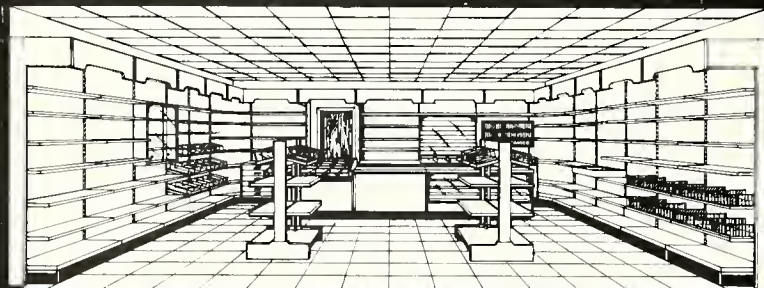
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SHOPFITTING

Northfleet guide to leasing

The latest publication from the Northfleet Group sets out the benefits of leasing as a way of financing a refit. Retailers leasing the company's Showrax equipment can do so through Maidenhead Finance, who are part of the Northfleet Group and an established finance organisation in their own right. "Showrax: A guide to leasing", answers many common questions regarding the detail of leasing arrangements, covering subjects such as retailers' obligations, tax relief, early vacation of the shop and so on.

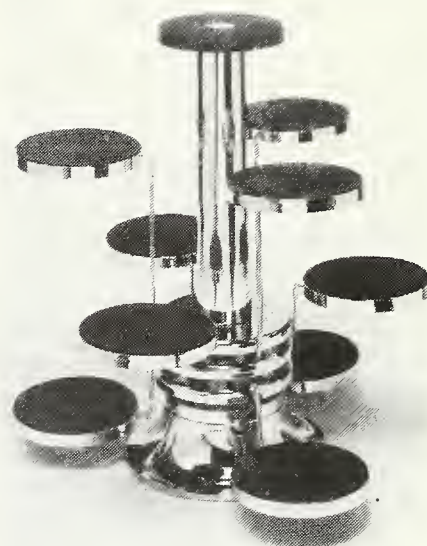
Also included are the views of twelve retailers who have taken advantage of Northfleet's leasing scheme, setting out the advantages as they see them. Mr Indu Shah, MPS, for example, points out that leasing display equipment can leave capital free for the purchase of extra stock to fill newly-increased shelf space.

"Invest in your future with Showrax" is a more general guide which shows the independent retailer how the company

goes about its refits, and aims to prove that the modernisation of shop premises can be an important investment for the future. The company has also produced a new colour catalogue illustrating the Showline and Showline Super ranges. Free copies of all booklets are available from the Northfleet Group at *Tower Works, Lower Road, Gravesend, Kent.*

Heavy duty shelves from Brandhill

Brandhill have recently introduced a new heavy duty adjustable shelving system. Manufactured in aluminium, the range is available in four finishes: satin anodised in silver and gold, or epoxy enamelled in white and brown. A major feature of the range is a "fashion strip" used to conceal the shelf brackets' fixing slots. This strip gives the shelving a wipe-clean finish, and can also provide a choice of 24-colour trims. "No other system of its type offers so many choices of size, colour and load-bearing capacity", says the company. *Brandhill Ltd, Waddicar Lane, Melling, Liverpool L31 1DQ.*



A range of Italian revolving display stands has recently been introduced to the UK market by Jica Displays. The unit illustrated (£95 plus VAT) is designed for use on counters or in window displays. A selection of sizes is available. All units carry a 2-year guarantee. Jica Displays, 258 Station Road, Addlestone, Surrey

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SHOPFITTING

NAS propose standard door size

The National Association of Shopfitters is proposing that a standard size for exterior door openings in shops and stores be established. This would not mean that doors of other sizes would cease to be available, but only that they would be subject to longer lead times for delivery. Suggested standard size for a single door is 2,147mm high, and 920mm wide. Copies of the Association's consultative draft (£0.25) are available from NAS, NAS House, 411 Limpsfield Road, Warlingham, Surrey CR3 9HA. Comments on the draft should reach NAS director A. W. Clack by December 31.

Nor add Sato range

Nor Systems have been appointed sole UK distributors of the complete Sato range of labellers and desk-top equipment. The addition of these models to the existing Nor range gives the company what is probably the most comprehensive

selection of hand-held labellers in the world. Nor Systems can also supply all labels needed for the Sato range. The range includes models which can produce both conventional and OCR or EAN machine-readable data. Most models have dial-set copy selection, and some can offer two-colour printing. Specialist applications in promotional labelling are also available. Tag 330 models, for example, can print up to three lines of information on various sizes of tag, either in reels or singly if already attached to a product. The remaining major group in the range contains those models capable

of handling very large labels (up to 63mm x 31.5mm), and producing extra large print (up to 10.5mm high). *Nor Systems Ltd, Horncastle Road, Boston, Lincs.*

Addresses

Refits at Portman's Pharmacy and Bliss Midnight Pharmacy detailed in this feature were carried out by Dollar Rae Ltd, 47 Hags Road, Glasgow G41. The Southmark installation was conducted by Apeils Contracts Ltd, Unit F, Dalroad Industrial Estate, Dallow Road, Luton, Beds LU1 1SP.

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When the building housing his Nechells Park Road, Birmingham pharmacy became due for demolition, John Nicholls, MPS, was keen to relocate as close as possible to the old site. There was after all a three-doctor surgery immediately across the road! His solution was to form a consortium with other retailers in the condemned block, in order that they might raise money to purchase and build on a vacant site next to the surgery itself. That was in March 1981, since when work on the new development has been completed. Mr Nicholls, pictured here in his new dispensary, opened his unit in May. The dispensary, like the rest of the shop, was fitted-out by Eazishelf. Mr Nicholls describes the result as all he had hoped for. Eazishelf Displays Ltd, 7c Minworth Industrial Park, Minworth, Sutton Coldfield, West Midlands B76 8DH

LETTERS

Slimmer stocks

Having turned out part of my filing cabinet the other day I am beginning to feel like Xrayser's alter ego.

Last week's *C&D* arrived a day ahead of this activity and from the previous edition I had been going to write about the separate issues of the Winpharm survey and Xrayser's comments on manufacturers' outers, and especially how one chain of national wholesalers' policy on minimum order quantities may be beyond the commercial reach of an identifiable professional need in some small pharmacies.

If this leads to an apparent lack of sales from pharmacies it is no wonder that some manufacturers are allowing their products to appear in grocery or drug stores.

Where is Xrayser's differentiation between green pharmacy, homoeopathy and some of the allopathic rubbish that is advertised to promote the sales in such drug and grocery stores?

If our new (rekindled) role is to recommend professionally then we must

cease to give the cachet of endorsement by stocking any product in which we as professionals have no faith (and if we had any guts, that would include items in the dispensary). Let us stay out of the pack of charlatans and let our leaders continue to press for a ban on the advertising of medicines so that doctors, seeing our premises cleared of commercial junk, may accept that our advice on minor ailments is a valid contribution to their own efforts and not part of a cold war — and that recommending from our new slim stock is no more dishonest than a dispensing doctor selecting from his limited inventory. Or isn't that the same thing?

Canute

Wanted: a future

As one of the young generation of pharmacists that your correspondent "Conscript" seems to find so amusing, I am utterly amazed that this elder statesman of our noble profession can be so short-sighted. Can forty years on the register really force a head so deep into the pharmaceutical sand?

Does he seriously suggest that those of us who have spent four years of our lives gaining a thorough understanding of the action, uses, manufacture, storage, etc, of medicines should content ourselves afterwards with nothing more stimulating than counting tablets and capsules, or

cutting aluminium foil into neat shapes, or (very difficult this) pouring liquid from one bottle into another?

And does he seriously think that anyone in their right minds, let alone the boffins in DHSS and Government circles, will continue, ad infinitum, to consider several thousand highly-paid repackaging experts, essential to the well-being of the nation?

As to being unpaid medical advisers, has "Conscript" perhaps not heard that we now have what is called a basic practice allowance? Some of us, dreamers that we may be, believe that as we increase our role in counselling and advising patients, then this payment will increase proportionally. Notwithstanding BPA there is always the profit that is made from sales directly related to this "free" medical advice, plus of course unrelated sales, arising from the goodwill so created.

So to my fellow young pharmacists, I say this: Either get out of your dispensaries and earn your basic practice allowance or, alternatively, sit well back, out of sight, pour your medicines and count your tablets. But if you opt for the latter, be sure to save hard, and subscribe to a good pension fund, because in a very few years time you'll find yourselves unemployed.

It would be easy to say to these people "Make your bed and lie on it" but of course, we all have to lie with them. So,

LET YOUR CUSTOMERS IN ON THE LIPCOTE SECRET.



Lipcote is a unique product that seals and fixes lipstick, to prevent fading and smudging.

We've designed new packaging and display outers, and it's being backed by an extensive advertising campaign, with over 25 insertions in all the leading women's magazines — namely *Vogue*, *Woman*, *Woman & Home*, *Woman's Journal* and *Good Housekeeping*.

Lipcote is available from: Dendron Ltd., 94, Rickmansworth Road, Watford, Herts. WD1 7JJ. Tel. (0923) 29251. Telex No. 935610 (DDD Ltd)



A.P.S. Sudocrem competition results

A.P.S. are pleased to announce the results of the Sudocrem Stock'n Display Competition held during September and October.

NATIONAL WINNER

A Sony Video C6 recorder goes to Mrs. Shahnaz Ud Din, a retail pharmacist, of Cricklewood Broadway, London NW2.

REGIONAL WINNERS

Strand Parade Pharmacies Ltd., Worthing,
S.A. Jackson Ltd., Leeds,
Tilley & Daniels Ltd., Birmingham,
T.N. Tolley, Ayr,
Brighams Chemists Ltd., Little Sutton, Wirral,
A.M. Cairns, Dumfries,
H.M. Dickinson, Chislehurst,
Emmersons, Kenfig Hill,
G. Platt, Oldham,

A prize of £100 will be divided between the assistants in each shop. Each pharmacist wins a wine pack.

The winners are being contacted direct by: **Approved Prescription Services Ltd., Whitcliffe House, Whitcliffe Road, Cleckheaton, West Yorkshire BD19 3BZ.**

SOOTHES SORE SKIN



we must appeal to them — either adapt, or get out of pharmacy now and leave the profession to those of us for whom it does, and indeed *must* hold a future.

Steve Bullock

Burton upon Trent, Staffs

Micro advantages

I was interested to read the Pharmaceutical Society's decision to advise pharmacists that all labels on dispensed medicines should be typed or mechanically printed as from January 1 1984 (C&D, last week).

The announcement of this decision coincides with the beginning of field trials for the label printing element in Link level 2. To date the reaction from our trial sites has been very favourable.

The use of a microcomputer based system, such as Link, has many advantages over the use of a typewriter. In particular the entry of simple codes for drug names and directions speeds the label printing process up to an extent that a "one finger" typist can produce neat labels easily and quickly.

Pharmacists who are having to decide now on the method of label printing they intend to use in the future should also give thought to the added benefits and information available to users of microcomputers, not the least the ability to adapt to any future changes in legislation.

M.J. Dunk

Special Projects manager

Vestric Ltd

Runcorn, Cheshire.

Prescription poser

No. of days treatment
N.B. Ensure dose is stated

NP

Mr J. A. Myers

Dr J. A. Myers

PC

Mr J. A. Myers

for

Date

The clue to the last item in this poser is in the first two. "Without them I suspect the product would be unreadable," says our correspondent. "I must say this, that this particular prescriber almost invariably requires a liberal interpretation of the abbreviated endorsement PC," he adds

SCOTTISH EXECUTIVE

No scope for mobile pharmacies in Scotland

There does not appear to be scope for mobile pharmacies in Scotland in spite of figures showing that one such pharmacy would "break even" if it dispensed 1,150 prescriptions per month from a population of 2,156.

In any of the areas likely to be suitable for mobile pharmacies, the Scottish Executive of the Pharmaceutical Society of Great Britain meeting last month, decided the arrangements for the supply of medicines appeared to be satisfactory at present. Mobile pharmacies with their inherent unreliability in case of breakdown or bad weather, do not offer any significant advantage to the public, concluded the Executive.

Mr Gordon Campbell had provided the figures based on English NHS remuneration after discussion by the Community Practice Subcommittee and a current Law Department investigation into new legislation to permit the registration of a vehicle as a pharmacy.

The Secretary reported that he had been co-operating with the University of East Anglia which is carrying out a study of mobile services in rural areas. Despite its title, the survey was concerned with all types of rural services; a section of the first interim report dealing with pharmaceutical services was circulated. The second stage of the research will involve a detailed study of selected areas, one of which will be East Sutherland — introductions to the local pharmacists who will be involved have been arranged. The group will also consider the part-time pharmacies at Portknockie and Findochty in Banffshire. The pharmacists concerned have been notified and asked to co-operate with the investigators.

Effective 'advisory' system

The Executive reiterated its previous opinion that the pharmaceutical advisory system involving Area Pharmaceutical Committees established by health boards should continue. The advisory system was effective and economical so far as pharmacy was concerned.

The Scottish Home and Health Department had asked the Executive to consider future changes in this system. The Secretary of State for Scotland had approved its continuance for the coming four years, the details being left to the health boards themselves. So far as the secretary was aware, all Area Pharmaceutical Committees wished to continue in their present form. In most

cases the health boards had already agreed, the secretary said.

The secretary was also asked to write to the Department indicating the continuance of the Society's policy that the existing pharmaceutical advisory service should not be altered and also recommending that elections for area pharmaceutical in the Spring of 1983 be held on the same basis as previously.

□ *Health centre pharmacies* The executive agreed that the Joint Committee on Health Centres, although it met very infrequently, should not be disbanded after receiving a letter from Dr C. Virden of the Pharmaceutical General Council (Scotland) recommending its continuance.

Mr J.A. Myers then asked about the involvement of pharmacies in health centres and the chairman replied that she was impressed by both the Maryhill and Woodside health centre pharmacies in Glasgow which she had visited. Despite the existence of consortia however it appeared as though the development of health centre pharmacies was likely to promote closures of pharmacies in the community.

The president commented that this was all part of the larger question of planned distribution of pharmacies on which the Society continued to make representations to the Government. The secretary commented that the Committee on a planned pharmaceutical service in Scotland (which included a majority of non-pharmaceutical members) had recommended to the Secretary of State for Scotland that health boards should have the power to refuse inclusion on the pharmaceutical lists of new pharmacies in areas where, in the board's opinion, these would be to the detriment of the pharmaceutical service as a whole. The Government had refused absolutely to consider, or even discuss, these proposals and had only reluctantly agreed to have the report published.

□ *Conference of Scottish Pharmacists, 1983.* The assistant secretary reported that the Marina Hotel, North Berwick had quoted a fully inclusive price which compared favourably with quotations that she had received elsewhere. She was given authority, subject to a satisfactory visit, to confirm the weekend October 29-30.

□ *Methylated spirits (Scotland) act 1937.* It had been confirmed that a statutory declaration was no longer required for registered premises to purchase an excise licence.

□ *College of Pharmacy Practice.* It was agreed that the facilities of York Place be offered free of charge to the College if it was desired to hold examinations in the North.

First timers 'no string' loan scheme from Vestric

Vestric have extended their current finance package, with a scheme offering pharmacists up to £50,000 without security towards the purchase of their own store.

The Vestric Chemist's Practice Loan Scheme carries no maximum limit, and offers help for the first time to those interested in smaller businesses. Interest on loans taken out under the scheme is to be fixed at 2 per cent over bank base rate and will therefore vary with bank rate. Vestric managing director Peter Worling advises pharmacists to avoid fixed interest schemes at this time of falling bank rates.

The Vestric scheme can offer the facility of arranging loans through the private pharmacist's own bank. Agreement on this has already been reached with four of the big five banks. The scheme is therefore not dependent on any single finance organisation, and allows each loan to be individually tailored.

Vestric chief accountant John Morgans points out that the scheme offers more than simple loans. Applicants will be able to use Vestric's financial expertise in presenting their case to the bank. Pharmacists will also have the option of taking out a personal pension linked to the loan.

The scheme has been designed to operate as simply as possible. The loan is arranged for a period applicable to the particular pharmacist, but can be repaid early at any time without penalty. Loans can usually be agreed within two days of Vestric receiving a completed application form. The company says there are no strings attached. They do, however, anticipate that successful applicants will take advantage of Link and Vantage.

Sangers Photo expand operations

Sangers plc have acquired photographic wholesalers Jonathan Fallowfield Group Ltd in a £1.1m cash deal. Fallowfield operate in a complementary area to Sangers and the combined companies will have annual sales in the region of £22m.

Managing director of Sangers Photographic Frank Hatton says: "This acquisition will enlarge Sangers' photographic trading base by up to 50 per cent and should make a significant profit contribution next year.

"Fallowfield, a specialist distributor of photographic software and accessories,

married to Sangers' established cameras and hardware business, will give our customers a broader and more efficient service."

Jonathan Fallowfield Ltd will continue to operate under that name from both Leeds and Poynings. The new combine was formed at the beginning of the month.

Agfa run down camera manufacture

Agfa-Gevaert have announced the run down of their Munich and Portuguese camera manufacturing facilities. The economic situation, coupled with

stagnation in the market place and a flood of low priced equipment from the Far East, has meant that these particular production centres had been operating at a loss for some time. Under the circumstances, it has been decided that, for economic reasons, production should be run down, the company says.

Agfa-Gevaert will continue to sell cameras under the Agfa trade name-made to their specific requirements and development ideas through approved sub-contractors. After-sales service on all camera products and accessories will continue as before through the camera service department at Agfa's UK headquarters at Brentford or through any recognised dealer.

Publicity manager, Philip Miller told *C&D*: "Agfa retain a manufacturing capability at 24 plants worldwide. This change gives us a renewed incentive to design and produce cameras at the best price." Mr Miller says Agfa are maintaining their design expertise and R&D facilities. They will be able to get cameras manufactured inside or outside the company as appropriate when the run down of the Munich and Portuguese plants are complete. He does not expect "radical changes in the Agfa range".

The Agfa-Gevaert group is a wholly owned subsidiary of Bayer and the second largest photographic manufacturer in the world, they say. Its sensitised materials — mostly colour film, paper and chemicals — are, and have always been, profitable, and these operations, along with the technical and professional products, will not be affected. The group as a whole made a profit in 1980 and 1981.

Call for Sunday trading inquiry

With the likelihood of a new private members Bill being introduced to relax present restrictions on Sunday trading the Prime Minister is being urged to appoint an inquiry into the issues raised by possible amendments to the Shops Act.

In a question due for answer on November 25 Mr Raymond Powell (Labour), who is sponsored by USDAW, is to ask Mrs Thatcher that the inquiry takes account of the interests of consumers, retailers, workers and local authorities.

An SDP amendment to the original Labour motion calling for an inquiry (*C&D*, October 23, p727) calls for the House to recognise that changing social patterns make a new Shops Act a "major priority" for Parliament.

□ As *C&D* went to Press, a group of six Tory MPs led by Janet Fookes and John Wheeler tabled a motion "that this House supports the idea of shops being allowed to open on Sundays if they so wish." The motion also notes with pleasure Mrs Thatcher's recent statement that the Government can find no ground of principle for opposing changes to the present regulations.



A party of 20 Japanese pharmaceutical wholesalers and representatives from IMS market research company are pictured on a visit to Unichem's new branch at Kingston. Unichem operations director John Tompson is pictured far right

Seton form pharmacy sales-force

Seton Products have formed a ten-man sales force to promote OTC products such as Tubigrip and Salvolex through independent pharmacies. The team will also be selling Seton's Prescription Only lines, working in parallel with the company's established hospital sales organisation. They will be operating nationwide, and begin calls on January 4.

This activity is to be supported by a television campaign, initially in the Granada area only, which aims to make Tubigrip a household name among consumers. Seton's increased interest in the consumer sector springs from the company's belief that continued pressure on NHS spending will lead to more and more health care purchases being forced from the public sector towards the individual.

Seton were the subject of an extensive profile in the *Financial Times* last week, tracing the company's success from its beginnings nearly 30 years ago. Managing director Norman Stoller, then 19 and on holiday from National Service in Germany, approached the head of a

Copenhagen hospital with a sample of the tubular bandage invented by his father. This meeting led to the first ever Tubiton export order.

Company turnover in 1960 was some £70,000. By 1970 this had increased to £700,000, reaching £7m by 1980. The growth threatened problems, however as Seton had remained basically a family-owned company. Some two years ago the top management, with the help of Mike Jalland from the Manchester Business School (now a non-executive director) held a meeting to define a strategy for the future. The result was the setting into motion of a £3m expansion plan, and the introduction of some basic structural changes. Most important element in the expansion — accounting for over £2m — was the acquisition of Philadelphia-based Mark One Health Care Products.

Hill's to market Richardson labeller

Mr J. Richardson has appointed Hill's Pharmaceuticals Ltd to market his computer labelling system throughout England, Scotland and Wales. Hill's already supply pharmacies in the North with a replacement equipment on a 24-hour basis.

Mr Richardson told *C&D* that Hill's

hoped to bring this service to all pharmacists by extending the network of wholesalers holding replacement equipment. He says that around 200 systems are in use in the UK including about 40 in Northern Ireland and Eire. Sam McLernon Ltd act as his main agents in Ireland.

Demonstrations of the system can be arranged through Hills. The company also offer to refund all money (except for £125 + VAT) if any pharmacist who purchases the system outright wishes to return it in good condition within eight weeks. Further information from Mr C. Rawstron at Hill's Pharmaceuticals, Burnley (tel 0282 25932).

Retail Sales...

The Department of Industry's retail sales index showed a rise of 13 per cent to 159 in September (1978 = 100) for dispensing chemists (NHS receipts are excluded). This compares with an 8 per cent rise to 150 for all businesses.

... & retail prices

The Department of Employment retail prices index for all items reached 324.5 in October (January 1974 = 100). This represents an increase of 0.5 per cent on September 1982 (322.9), and an increase of 6.8 per cent on October 1981 (303.7).

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COMING EVENTS

Long-distance learning

A distance learning package for pharmacists is being offered by the University of Strathclyde.

Consisting of five "packages" — Antacids, laxatives and antiarrhoeals; Treatment of diabetes mellitus; Analgesics for internal use; Contact lenses and OTC ophthalmic preparations; Allergy — causes and treatment — the course costs £35, and includes a quarterly newsletter giving information on future developments.

Included with each package is a series of multiple choice questions which the pharmacist fills in and sends off for marking. The corrected paper, with suggestions and advice, is returned after about a fortnight with the next package.

Until September the packages were used by 250 Scottish pharmacists on a trial basis as part of a research project. At the British Pharmaceutical Conference in Edinburgh the project was put on a financial footing, with the distribution of leaflets. Further publicity is planned for the New Year, explains course co-ordinator Dr B. J. Johnson.

The course material is written by pharmacists from the University of Strathclyde, and a further series is planned. The course may be eligible for cost reimbursement, depending on availability of funds and the decision of the Regional Pharmaceutical Officer. Talks are also taking place with the College of Pharmacy Practice to determine whether the packages are eligible for the continuing education requirement of the College. Details from *Dr B. J. Johnson, The Continuing Education Office, University of Strathclyde, McCance Buildings, 16 Richmond Street, Glasgow.*

Tuesday, November 23

Ayrshire Branch, Pharmaceutical Society, Balgarth Hotel, Dunure Road, Ayr, at 8pm. Mr P. B. Whatmore, consultant forensic psychiatrist, on "Mental illness — some causes and treatment".

Bristol Branch, Pharmaceutical Society, Postgraduate medical centre, Frenchay Hospital, at 7.30pm. Motions for branch representatives meeting.

Croydon Branch, Pharmaceutical Society, Medical centre, Mayday Hospital, at 8pm. Dr Denis Burkett on: "Fibre in the diet".

Hull Pharmacists Association, Postgraduate medical centre, Hull Royal Infirmary, at 7.45pm. Mr L. F. Hodge and Dr A. Sheard on "Pharmacy and home defence".

North Metropolitan Branch, Pharmaceutical Society, Coram lecture theatre, School of Pharmacy, Brunswick Square, at 7.30pm. Joint meeting with Guild of Hospital Pharmacists. An "oral contraception update" organised by Wyeth.

Southend Branch, Pharmaceutical Society, Postgraduate medical centre, Southend Hospital, at 7.45 pm. Joint meeting with SE Essex branch BDA. "Hypnotism in medicine."

Wednesday, November 24

Bath Branch, Pharmaceutical Society, School of Pharmacy, Bath University, at 8pm. Dr N. Barron, MRCVS, University of Reading, on "How does the UK deal with the major epidemics?"

Crawley, Horsham and Reigate Branch, Pharmaceutical Society, Upjohn Ltd, Flemming Way, Crawley, at 7.30pm. Dr Trevor Jones MPS on "Modern weapons for magic bullets".

Agricultural and Veterinary Pharmacists Group, PSN1, 73 University Street, Belfast at 8pm. "Ralgro as a growth promoter" by Mr J. Everett, product group manager.

Scottish Department, Pharmaceutical Society, 36 York Place, Edinburgh at 7.45 pm. Professor A. T. Florence, professor of pharmacy, University of Strathclyde, on "Interfaces with medicine: some surface and colloid chemistry".

Thursday, November 25

Birmingham Branch, Pharmaceutical Society. Factory visit to Southalls Ltd, Alum Rock, Birmingham. Details in newsletter.

Friday, November 26

Slough Branch, Pharmaceutical Society, King's Arms Hotel, Cookham, at 7.30pm. Working dinner with speakers Drs R. Green and B. Daily on "Fitness or fanaticism".

Saturday, November 27

Barnet Branch, Pharmaceutical Society, Queen Elizabeth Centre, Meadway, Barnet. Barn Dance commencing 7.30pm. details from Mrs A. Samuels on 01-440 0125.

MARKET NEWS

Barbiturates dearer

London, November 16: Some of the barbiturates were marked up with effect from November 15. Amylobarbitone is dearer by £2.40 kg, butobarbitone by £2.70 kg, pentobarbitone by £3.10 and quinalbarbitone by £3.20.

Although sterling moved up in the foreign exchange markets on some days last week, it nevertheless ended up at its lowest point against the dollar for a long time. Consequently some of the essential oils which are traded in dollars are again dearer although they are weak at origin.

Pimento and coriander seed were advanced during the week. Among crude drugs Cape aloes, Canada balsam, cascara, wild cherry bark, senega and Indian valerian were all dearer in the forward position. Quotations were resumed after an interval of several months for hydrastis and dandelion root, while liquorice root and sarsaparilla were marked down.

Production of sulphuric acid in the quarter ended September 30 by members of the National Sulphuric Acid Association was 640,896 metric tons calculated as 100 per cent H₂SO₄.

Crude drugs

Aloes: Cape £1,480 metric ton, cif. Curacao no spot or cif.
Benzoin: £136 cwt, cif.
Cascara: £1,380 metric ton spot; £1,405, cif.
Cherry bark: No spot; £1,620 metric ton, cif.
Dandelion: No spot; £3,010 metric ton, cif.
Hydrastis: Spot £15.80 kg; £16.10, cif.
Liquorice: Root, £620 metric ton spot; £635, cif. Block juice £1,400 metric ton spot; spray-dried powder £1,900.
Menthol: (kg) Brazilian £6.85 spot; £6.65, cif. Chinese £6.50 spot and cif.
Pimento: Jamaican £1,500 metric ton spot; £1,425, cif.
Sarsaparilla: £3,340 metric ton, cif.
Seeds: (metric ton, cif). Anise: China star £2,250. Celery: Indian £800. Coriander: Moroccan £425. Cumlin: Indian £1,250. Fennel: Chinese £900. Fenugreek: Turkish £250; Indian £325.
Senega: Canadian £10.45 kg, cif; no spot.
Valerian: European £7,005 metric ton, cif. Indian, no spot; £2,260, cif.

Essential oils

Cananga: No spot; £25.50 kg, cif.
Citronella: Ceylon £1.95 kg spot; £2, cif. Chinese £3.25 spot; £3, cif.
Eucalyptus: Chinese £3 kg spot; £2.85, cif.
Patchouli: Indonesia £25.80 kg spot; £23, cif.
Peppermint: (kg) Arvensis — Brazilian £7.65 spot; £7.55, cif. Chinese £3.80 spot; £4.10, cif. American piperata £13.
Sandalwood: Mysore unquoted. East Indian £62 kg spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include Value Added Tax. They represent the last quoted or accepted prices as we go to press.

APPOINTMENTS

New president for CIA

Mr Robert Horton has been elected president. He is managing director and chief executive of BP Chemicals International Ltd.

Other appointments include the election or re-election of the following people to the Council of the CIA: Sir Robin Ibbs, ICI plc; Mr David Livingstone, Albright & Wilson; Mr John Mason, Monsanto plc; Mr Ron Munkenbeck, Williams (Hounslow) Ltd; Mr Allen Rae, Ciba-Geigy (UK) Ltd; Mr David Smith, Esso Chemicals Ltd; Mr Ron Sullivan, Du Pont (UK) Ltd; and Mr Norman Travis, RTZ Chemicals Ltd.

The following members have also been elected to the Association's Trade Affairs Board: Mr Bill Beck, Wellcome Foundation; Mr John Bennett, Steetley Chemicals Ltd; Mr Bob Bridgeford, Scott Bader Co Ltd; Sir Michael Colman, Reckitt and Colman plc; Mr Keith Dines, Akzo Chemie UK Ltd; Mr John Nicholls, Esso Chemicals Ltd; Mr Tom Robson, William Blythe & Co Ltd, Mr Sam Turover, Monsanto Europe; and Mr Martin Wray, ICI plc.

New appointments to the Industrial Relations Board are: Mr Bob Donald, Scottish Agricultural Industries plc; Mr Roy Hill, Associated Octel Co Ltd; Mr Brian Loutit, Shell Chemicals UK Ltd; Mr Ray Naish, Albright & Wilson Ltd; Mr John Poole, Reckitt and Colman; Mr Laurie Stark, BP Chemicals Ltd; Mr Pat Walker, RTZ Borax Ltd; and Mr Gilbert White, Monsanto plc.

■ **LRC International plc:** Mr Donald Seymour has been appointed chairman after resigning from the board of Smith and Nephew Associated Companies.

■ **Intracobra Ltd:** John Fisher has been appointed area sales executive for the North of England and Scotland. He will be based at Berwick-on-Tweed.

■ **Ever Ready (GB) Ltd:** Peter Bonner has been appointed marketing director with responsibilities for Ever Ready batteries, electrical accessories and appliances, and for new product development. Mr Bonner joined the company in 1966 and for the past four years has been Berec European marketing director.

■ **Health and Diet Food Co Ltd:** Mr Roy Tones has been appointed director of research and development. He will oversee future developments in contract manufacturing and own branded products. Mr Tones has been in the health food trade for 15 years and with Health and Diet for nine years.

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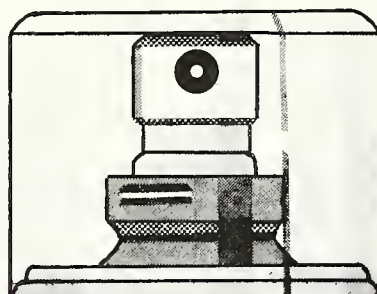
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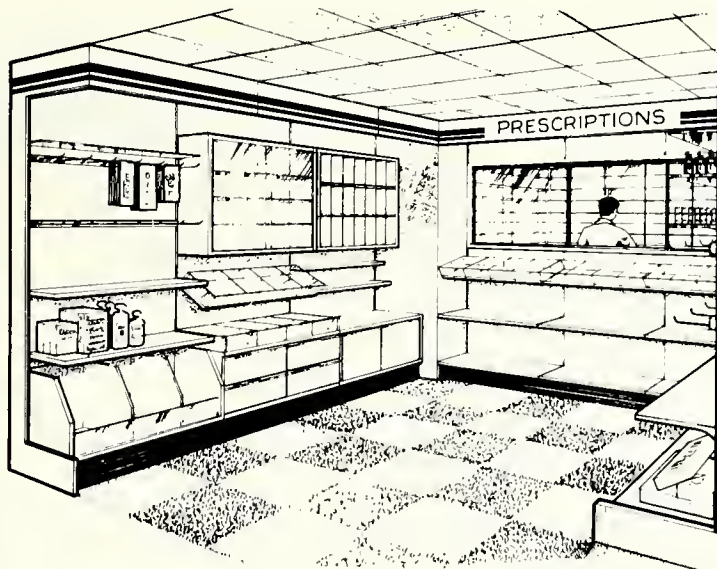
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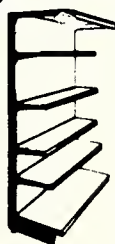
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**Prices effective from
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Product Description	Sales Status	Retail Price per Unit Inc. VAT	Units per Case	Standard Wholesale Price Per Case Excl. VAT
		pence		£
BEECHAMS POWDERS				
Standard (8 Powders)	GSL	68	24	10.84
Large (20 Powders)	P	112	6	4.46
60 Powders	GSL	11	60	4.38
Tablet Form (18 Tablets)	GSL	77	12	6.14
Tablet Form (36 Tablets)	P	103	6	4.11
BEECHAMS POWDERS HOT LEMON				
Standard (5 sachets)	GSL	76	24	12.12
Large (10 sachets)	GSL	122	6	4.86
30 sachets	GSL	19	30	3.79
CEPHOS				
Standard (8 Powders)	GSL	68	12	5.42
Tablets (16 Tablets)	GSL	68	12	5.42
DAY NURSE				
160 ml	P	175	6	6.98
MAC LOZENGES				
Medicated, Honey-Lem or Blackcurrant Flavours				
Tubes (12 lozenges)	GSL	21	36	5.02
Cartons (27 lozenges)	GSL	48	24	7.65
NIGHT NURSE				
160 ml	P	175	6	6.98
PHENSIC				
Handy Size (12 Tablets)	GSL	41	24	6.54
Standard (24 Tablets)	GSL	68	24	10.84
Medium (50 Tablets)	P	96	6	3.83
Large (100 Tablets)	P	160	6	6.38
Strip (6 Tablets)	GSL	23	36	5.50
VENOS COUGH MIXTURES				
Original or Honey & Lemon				
Standard (75 ml)	GSL	88	12	7.02
Large (135 ml)	GSL	122	6	4.86
Adult Formula (120 ml)	GSL	122	6	4.86

All Case Forms subject to the addition of 15% Value Added Tax.

All above prices are Resale Price Maintained.

P Sale is restricted to persons lawfully conducting a Retail Pharmacy business or to holders of Wholesale Dealers Licence (Medicines Act, 1968.).

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